



MICHIGAN SOCIETY OF ARCHITECTS

LUDING NATIONAL ARCHITECT

OCTOBER 1958

50c

WHEN AMERICA BUILDS FOR ECONOMY... IT BUILDS WITH CONCRETE



Sears, Roebuck & Company's Tampa store . . .

**concrete folded plate roof achieves
large, unobstructed floor area**

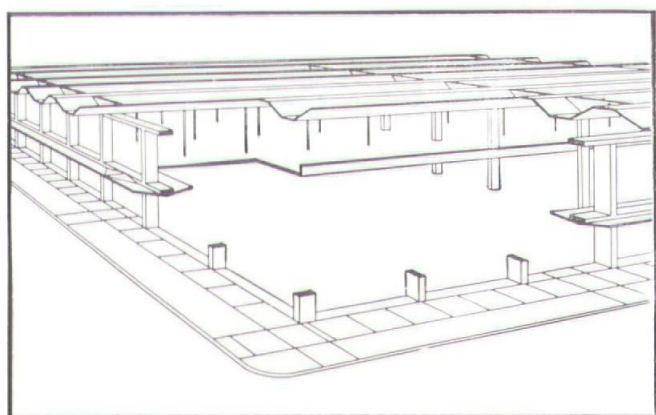
One of the basic requirements here was to achieve unobstructed floor space with economy. Architects Weed, Russell, Johnson & Associates found the answer by using a concrete shell in the form of a folded plate. This construction made it possible to span the entire floor area with only one interior row of columns . . . and suspend the second floor from the roof. The result: 163,715 square feet of *fully flexible* floor space, so important to any retail selling operation.

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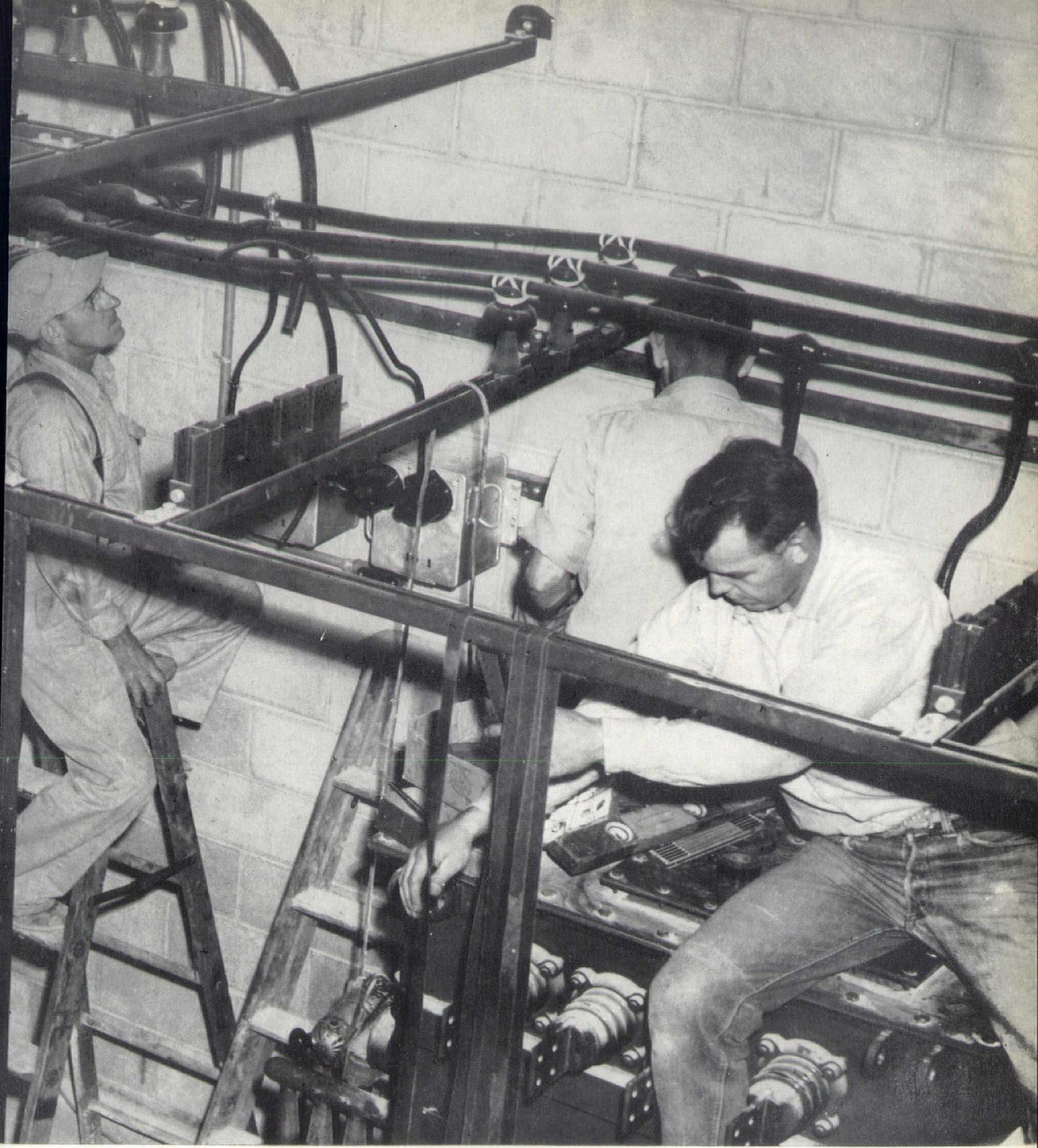


FOR STRUCTURES...

MODERN

concrete

Isometric view showing
125-foot c on c spacing of
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is supported by 3-inch
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form a hanger. Hangers are
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A Golden Curtain Wall... MASTERPIECE OF PERMANENT BEAUTY

For West Bend Aluminum Company's new office building, the owners and Grassold-Johnson and Associates, Architects, selected gold anodized extruded aluminum for the spandrels. These spandrels were assembled with RA-60 reversible windows in natural anodized aluminum to form story-height wall units.

The units, fabricated and erected by Flour City, create a curtain wall of both utility and beauty. Reversible windows provide an efficient method of washing glass from the interior, being open for only an instant when reversing the sash. Contributing to the efficiency of the wall are the insulated spandrels whose golden-hued metallic surfaces lend an air of elegance to this important addition to the industrial landscape.



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YOUR ARCHITECT

Recent surveys of the Hoover Commission and others have revealed that, while private architectural firms perform services for six to eight percent, the cost of government architectural bureaus rendering a similar service have been recorded as high as 17.8 percent of construction costs.

The objective of a client, whether public or private, should be to attract the best architectural talent available, to design the best building possible and at the lowest construction cost.

The surest way to thwart that objective would be to institute the unprofessional procedure by which architects would be compelled to compete with one another

on the basis of price alone. This inevitably leads to inferior architectural services and greater eventual costs.

One would not conceive of engaging the services of physicians, attorneys or any other professional people on such a basis, and architects are justified in expecting that their ethical and professional standards be given the same consideration.

The American Institute of Architects, now more than one hundred years old, is a voluntary association of architects whose purpose is to advance the science and art of architecture, to further the practical, scientific and aesthetic abilities of its members and to promote the highest standards of conduct in the practice of architecture. Michigan may well be proud of its architects, who as a group

have given a good account of their stewardship.

As members of the Michigan Society of Architects, we believe that public officials should follow the same procedure in the selection of architects as do private clients, namely that they be chosen on the basis of professional ability, experience and performance record, and that a fair and reasonable fee be negotiated on the amount of professional services required.

Good architecture is the product of good architects and any and all procedures should be directed toward attracting the best architects available.

The architect has to employ the talents of an artist, a community planner, an engineer, a business man, an interpreter of local requirements, and a con-

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MARCH—45th Annual M.S.A. Convention

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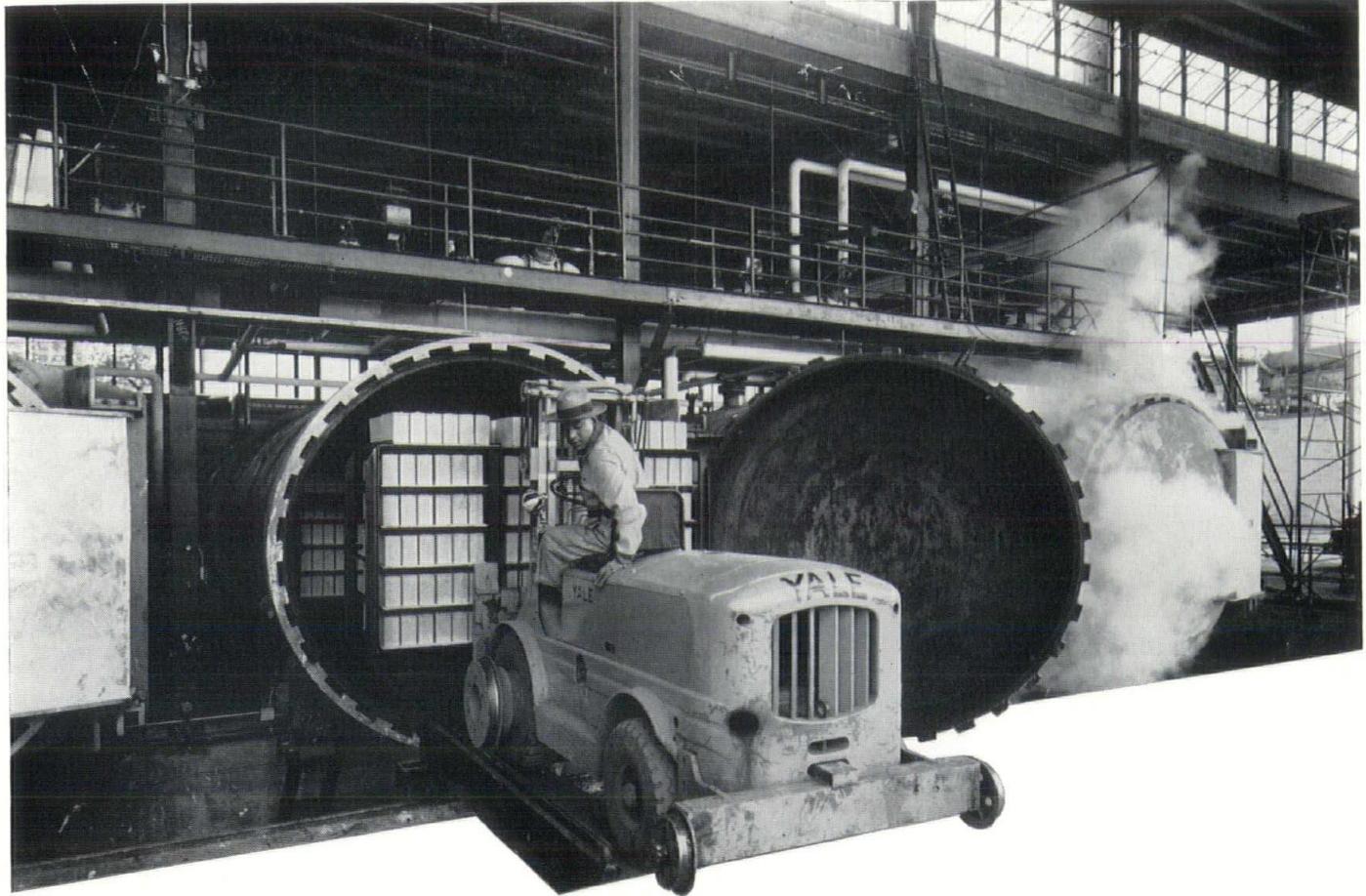
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If he is to design a school, the architect must know what will be taught there and how. An airport design requires an analysis of traffic problems and mass human movement. An apartment building must be planned with the sociological and economic characteristics of its occupants in mind.

This is why the architect must develop a broad range of knowledge. Any one building program might require a study of soil samples, the habit of a group of people, the prevailing variations in temperature, humidity, winds, the intensity of natural light, the availability of local materials and labor and the potential investment return.

Only on the basis of all this information is the architect able to properly prepare his first studies—his answer to the manifold planning and design problems which each structure poses. It is, therefore, unthinkable that an architect should be expected to render this preliminary service before he is engaged as the architect.

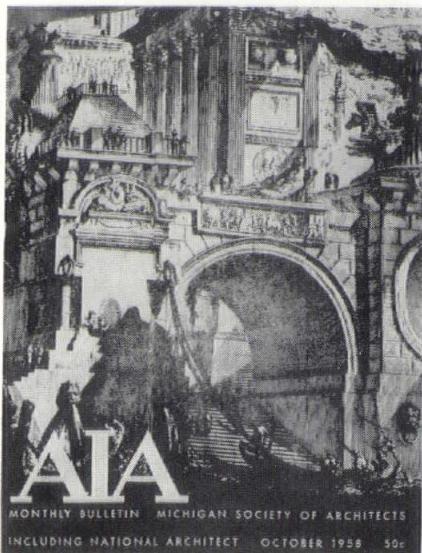
His duties end only when the building is completed, detailed inspections have been made and the completion of the contract has been properly certified.

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THE COVER: Heroic-size mural at Showcase, Inc., in Birmingham, is symbolic of the services rendered by our PUBLIC OFFICIALS of Michigan. Detroit Chapter will hold its annual meeting at Showcase on October 14.

The hand-painted mural is an adaptation of the etching of the Coliseum in Rome, by Giovanni Piranesi, 16th Century architect. Borrowing from the past, its Baroque style from the Renaissance period indicates the transition from the classic influence to today's architecture.

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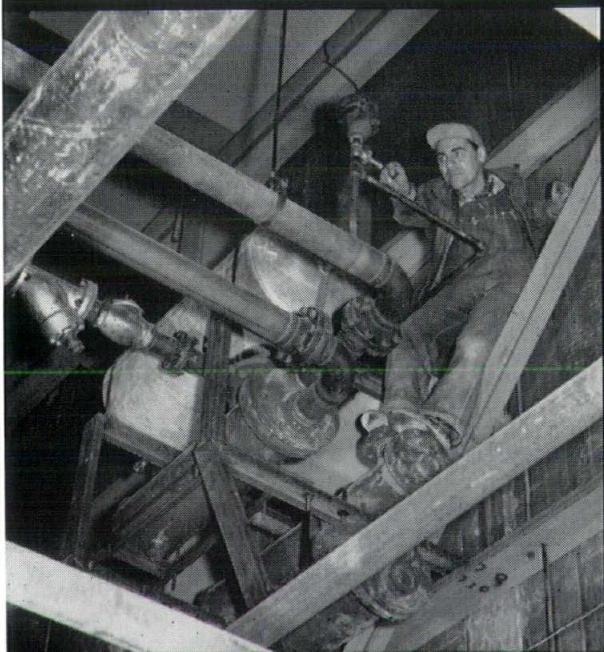
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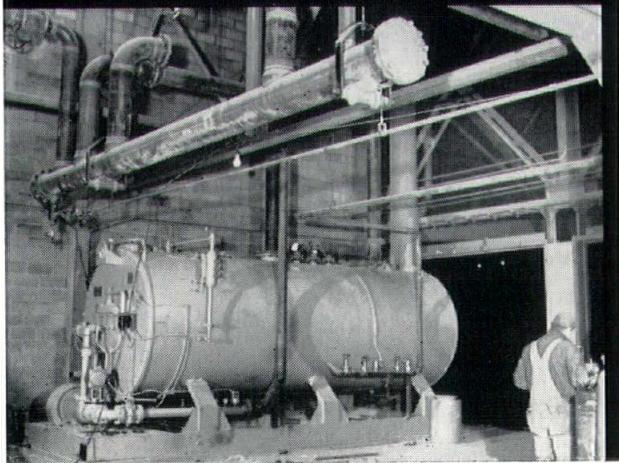
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To Public Officials

From Frederick E. Wigen, President of the Michigan Society of Architects



FREDERICK E. WIGEN, A.I.A.

The Michigan Society of Architects has published this special issue of our Monthly Bulletin for the consideration and use of our Public Officials.

Its contents are specifically directed to you who have to do with the employment of architects and dealing with them on the projects under your direction. We believe this will be helpful to you in carrying out the trust that has been placed in you as public servants.

It is the policy of our Society not to mail our official publication every month to you who are too busy to read all that you receive. Rather, in an effort to conserve your time, we have adopted the policy of mailing to you one special PUBLIC OFFICIALS issue each year—our October issue—and we trust that it will be both interesting and useful.

Last year, you may recall, we featured in our P.O. issue "One Hundred Years of Michigan Architecture," an exhibition at the Henry and Edsel Ford Auditorium in Detroit. In our current issue are examples of the work of members from the three State chapters of The American Institute of Architects—Detroit, Saginaw Valley and Western Michigan. The chapters have been responsible in no small measure for many of the valuable programs mentioned herein.

The Michigan Society of Architects is strictly a Michigan organization. It is not a foreign corporation doing business in Michigan. We, therefore, believe that we have much in common with you, in that we are all working for the good of our State.

One of the most important developments since we last addressed you is the adoption of our new Schedule of Recommended Minimum Fees, published in this issue and covered more fully in other articles herein. A special committee of architects from leading offices, large, medium and small, worked diligently on this matter for many months in an effort, not necessarily to increase architects' fees, but to arrive at a more

equitable basis that would be fair to both architect and client. As evidence that we were not motivated by selfish interests, the fees recommended in the new schedule are in some cases lower than they had been before. As a consequence, the State of Michigan has approved the schedule, with the statement from State officials that the State would save \$75,000 per year. The reason is that the State had been paying a flat 5% on all projects, large or small. This meant penalizing the architect on small projects, and the State on large ones. The new sliding scale is more equitable for all concerned.

The Society, with the building industry of Michigan, is restoring the historic Biddle House on Mackinac Island, which reconstruction is well under way. With its completion next spring, the Island's Market Street will be well on its way to becoming a show place of architecture and building of this area. The Biddle House, built in the 1780s, is the oldest house in the Northwest, and it is of a unique type of construction.

The Society has joined with other groups to form the Michigan Association of the Professions. We believe that by so working together with the other professions we can better serve the interests of our State.

The number of architects registered in the State who belong to our State Architectural Society is the largest in proportion of any state in the Union. This is due in large part to the fact that since its founding in 1914 the Society has served the profession of architecture diligently, encouraging the younger men coming up in the profession, architects-in-training, students in the architectural schools, as well as practicing architects. This is accomplished through student chapters at the State's architectural schools, through associate membership for those who have not yet arrived in the profession and through refresher courses for those about to take the examinations to become registered as architects.

The Michigan Architectural Founda-

tion, a non-profit, tax-exempt corporation, awards scholarships, conducts competitions to encourage students of art and architecture and otherwise promotes scientific study.

To carry out these programs, the Michigan Society of Architects has a Sustaining Membership in which practicing architects pay according to ability, in addition to their regular dues. These funds maintain a public relations program and other activities without overtaxing the younger members in the profession, many of whom are employed by others.

Adult education is one of the chief interests of the Society, and classes are conducted for draftsmen, specification writers, designers and even principals so they may gain the latest information on new products, methods and techniques. An architect must be a student all his life or he soon becomes a back number.

To maintain harmony in the industry, a joint committee of architects, contractors, suppliers and others is constantly considering matters of specifications, relations among the various elements of the industry, and many other matters, toward giving better service to the client.

The Producers' Council, an organization of leading building material manufacturers and suppliers, has cooperated in such endeavors as research toward better products, their use and installation.

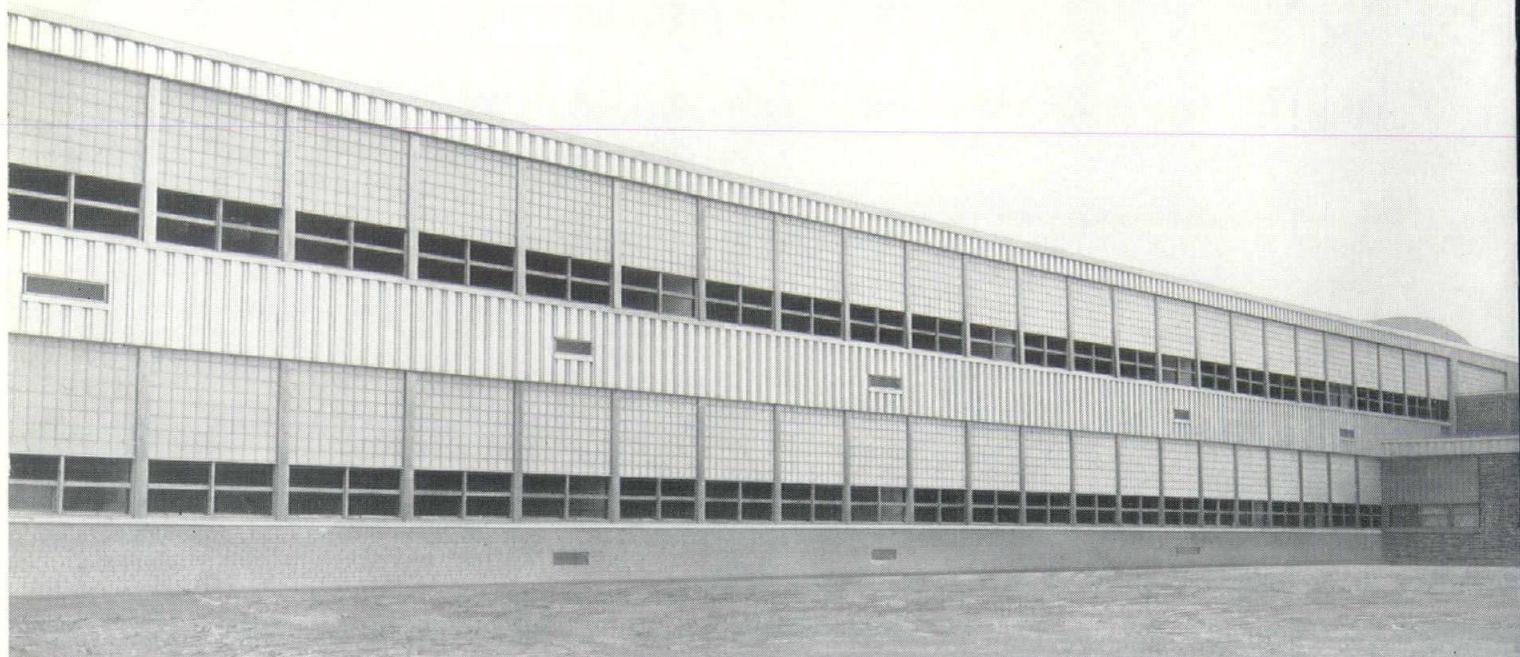
In public service our members have given freely of their time and talents on school building problems, civic design, planning commissions, technical problems, on the Registration Board for Architects, Michigan Health Council, homes for the aging, Governor's Housing Code Study Committee, St. Lawrence Seaway Commission and many other projects.

Your Michigan architects are working with you to make everyone realize, "If You Seek a Pleasant Peninsula Look About You." We are proud that our members are called upon to do work not only in Michigan and throughout the United States but also throughout the world, the far Pacific, South America, Europe, Asia and Africa, from the U. S. Consulate in Kobe, Japan to the American Embassy in London. They have been featured in national magazines, including cover stories.

Of five national Journalism Competitions conducted by The American Institute of Architects, four prizes came to Michigan. Three were first prizes won by Mrs. Lilian Jackson Braun of the Detroit Free Press and one was an Honorable Mention, won by Frank Beckman, of the same newspaper.

Select your architect as you would your doctor, dentist or lawyer. We have a new booklet on the subject entitled "Owner's Portfolio," which may be had for the asking, at our headquarters, 120 Madison Avenue, Detroit 26.

Mahon METAL CURTAIN WALL



Above: Mahon Stainless Steel Curtain Walls employed in the construction of the EDISON JUNIOR HIGH SCHOOL, West Mifflin Boro, Pennsylvania. Lamont H. Button and Paul F. McLean, Architects. Nicholas La Donne, General Contractor. Below: UNION PACIFIC RAILROAD'S NEW DIESEL LOCOMOTIVE REPAIR SHOP at Salt Lake City, Utah. Walls of this modern building were constructed with Mahon Prefabricated Aluminum Wall Panels.

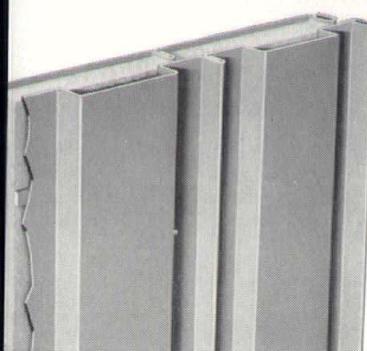


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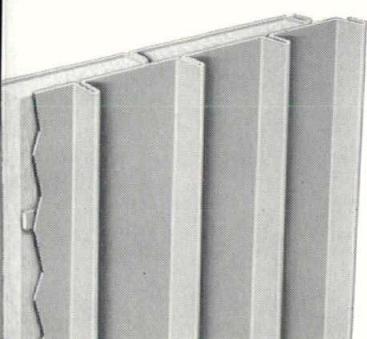
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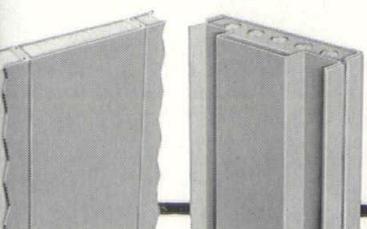
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ARLEEN MONTFORD, Adm. Sec'y.
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SAGINAW VALLEY CHAPTER held its first meeting of the current season with a record attendance of more than fifty members and guests, at the Midland Country Club, September 15th.

Senator Lynn Francis, of the Saginaw Valley District, and Richard Van Praag, of the State Registration Board, were the principal speakers, both touching on the registration act and legal problems, in general. This type of program, almost always provokes discussion from the floor. In a dignified, professional manner, but with force, questions of this sort were asked:

Why is there such inconsistency in the laws concerning the practice of architecture—why the lack of balance? Where is the consistency when an architect must prove to the Registration Board that he is qualified, when at the same time an unqualified practitioner continues to operate until the Board can prove him not qualified? Don't you believe there should be revisions of the present laws?

To these pertinent questions, Mr. Van Praag, who has been an understanding friend to the MSA, agreed that the laws are flexible and court action is slow. He pointed out that progress is being made, however. He stated that determination and patience would win-out for the Society.

Senator Francis was more frank with his opinions and reminded the group that legislators are willing to help wherever help is needed. He told the group:

"If it is obvious that there are provisions in your act that don't apply, or cause confusion, it is the duty of your government and your association to change them."

"If, over the years, your organization had appealed more often your problems would be more familiar to the people. The people still make the laws and the legislature is composed of a cross section of the people. You will find them very fair when a problem is presented fairly."

"You must first put your profession on a pedestal. If your reasoning is right, in my opinion you will have no trouble in passing new and good legislation."

He further urged that the newly formed Michigan Association of the Professions (MAP) be cautious in its aims.

"Your new organization MAP sounds like a tremendous step in the right di-

rection, as long as it does not become a pressure group. There are too many such groups now. However, you will gain strength through mutual understanding and becoming better acquainted with the problems of all the professions and bringing these problems to the attention of your legislators."

Program Chairman, Francis E. Warner, A.I.A., of Midland, announced that the October 21st meeting will be in Flint. The increasingly popular film, "Chicago Dynamic," will then be shown through the courtesy of the United States Steel Corporation.

Hold November 17th open for a joint meeting with the MSA Board of Directors, in Frankenmuth, Michigan.

A Saginaw, Michigan, architectural firm has recently donated its services, in the name of the Saginaw Valley Chapter, by designing a building needed for the activities of the Big Brothers organization.

This worthwhile society consists of business and professional men who donate their time, effort and money by helping boys who need a man's friendship and understanding.

MSA PRESIDENT, FREDERICK E. WIGEN, will attend the Cincinnati meeting of the Great Lakes Regional Public Relations Committee, October 22, as a delegate for the Saginaw Valley Chapter. Another S.V. member will be appointed to accompany him.

Elmer J. Manson, of Lansing, is Regional Chairman and he has planned an extensive program that will include reports from chapters, the Institute's Public Relations Committee meeting that was scheduled in Washington on September 22, and a qualified speaker and discussion leader.

Manson feels that the growing awareness of the meaning of Public Relations is becoming apparent and many worthy efforts are being carried on. He said, at a recent meeting:

"Granted that our ultimate goal is to increase the knowledge and appreciation of architecture on the part of the public, we can also hope that a great portion of the disposable income of the country will be spent for building projects. Let's be sure we are doing our part to inform the public."

THE CITIZENS' COMMITTEE FOR COUNTY PLANNING will schedule fall meetings in the near future, according to its chairman, Daniel W. Toshach, A.I.A., of Saginaw. Toshach states:

"We feel a great need to establish a County Planning Commission for Saginaw County. Plans are being made to promote this and future meetings are being set-up."

"The membership will be informed as we progress. This program is long overdue, because of limited summer schedules."

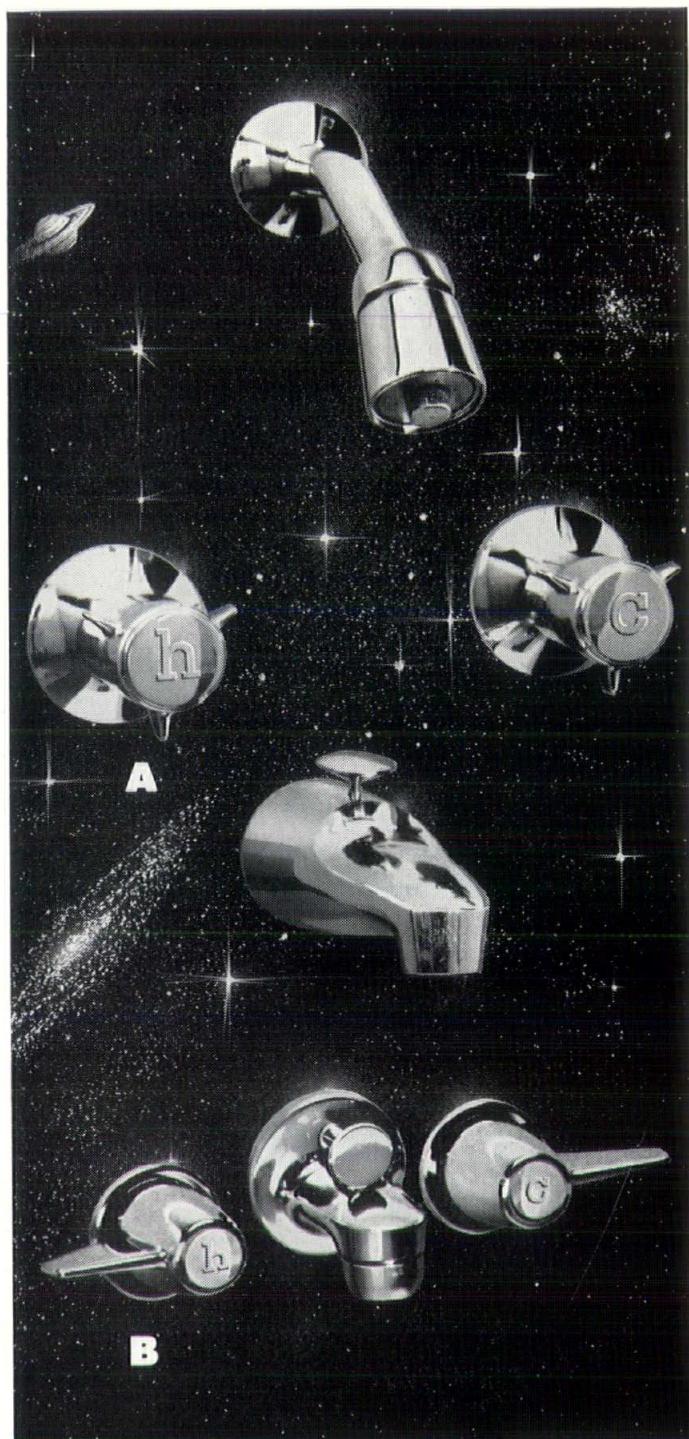
THE FOLLOWING CANDIDATES were approved, as presented, at Saginaw Valley's September 15th meeting in Midland, to serve for 1958-59.

Auldin H. Nelson, Flint, and Glenn M. Beach, Saginaw, President; Clifford E. Gibbs, Flint, and Francis E. Warner, Midland, Vice President; Vincent T. Boyle, Midland, and William A. Spears, Saginaw, Secretary; Robert S. Gazall, Flint, and Eugene C. Starke, Bay City, Treasurer; William G. Wesolek, Bay City, and Clarence L. Waters, Saginaw, MSA Director.

WILLIAM A. SPEARS, A.I.A., announces his partnership with WILLIAM O. PRINE. The new firm name is Spears and Prine, Architects and Engineer, with offices at 406 Thompson Street, Saginaw.

Mr. Prine received his degree of Architecture at the University of Michigan and has been associated with offices of Samuel C. Allen and Glenn Beach, both of Saginaw, and with Mr. Spears since the opening of his office in 1956. Mr. Prine is currently an associate member of the Saginaw Valley Chapter with corporate membership pending.

**On the following pages
are examples of work
of AIA members in the
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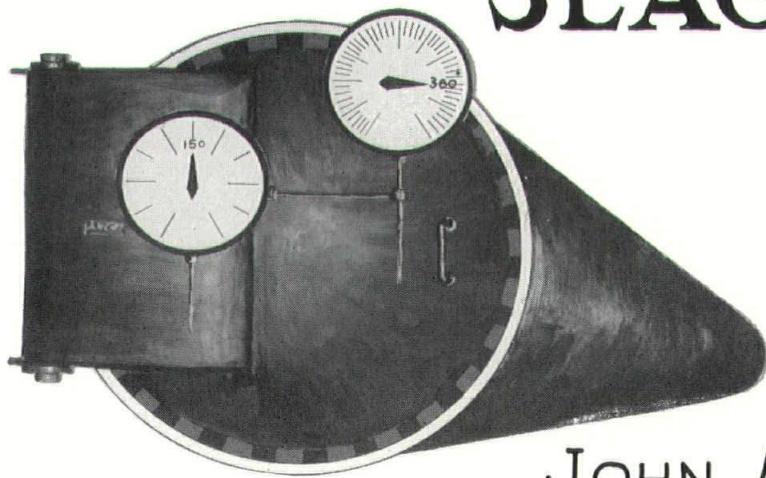
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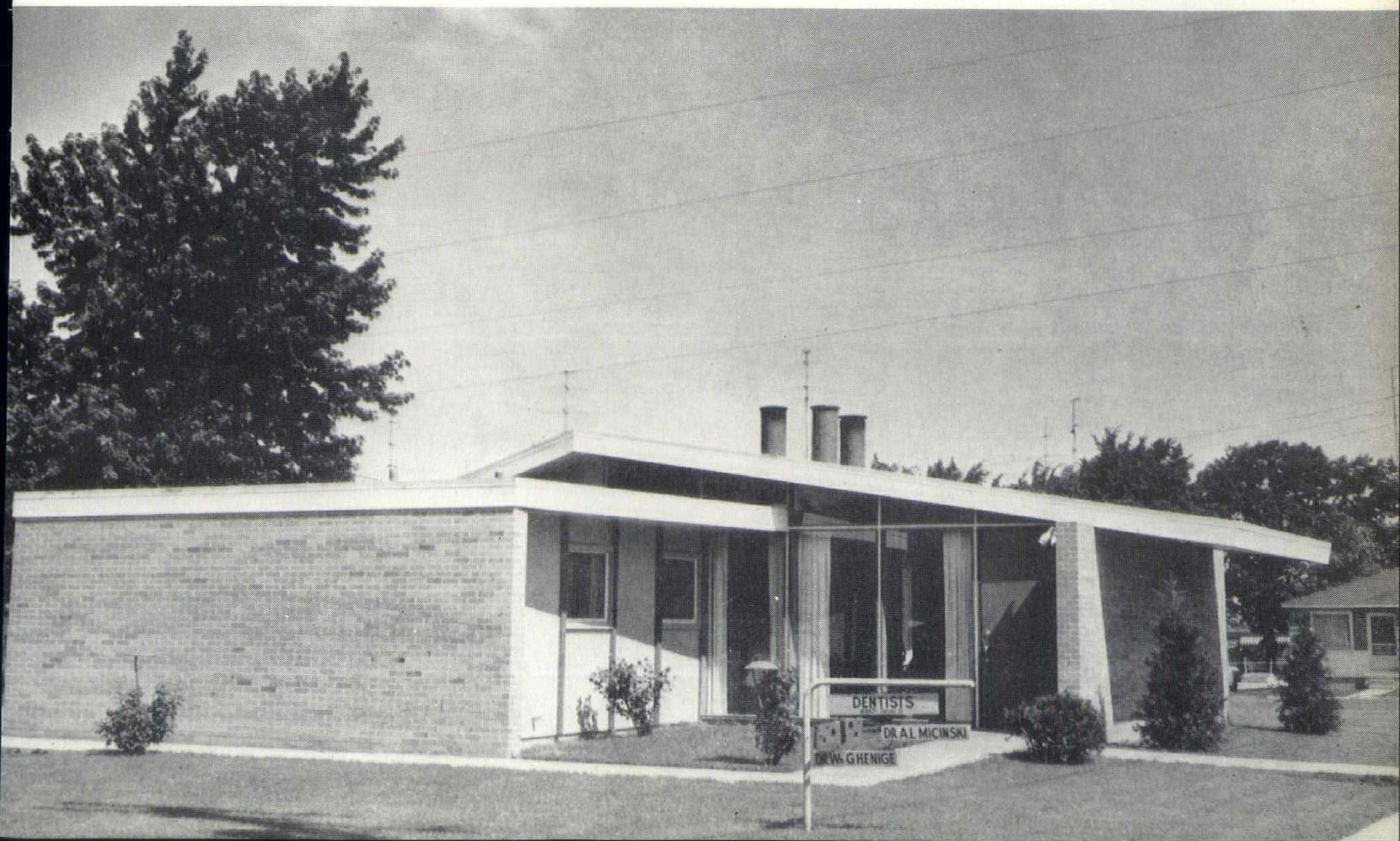
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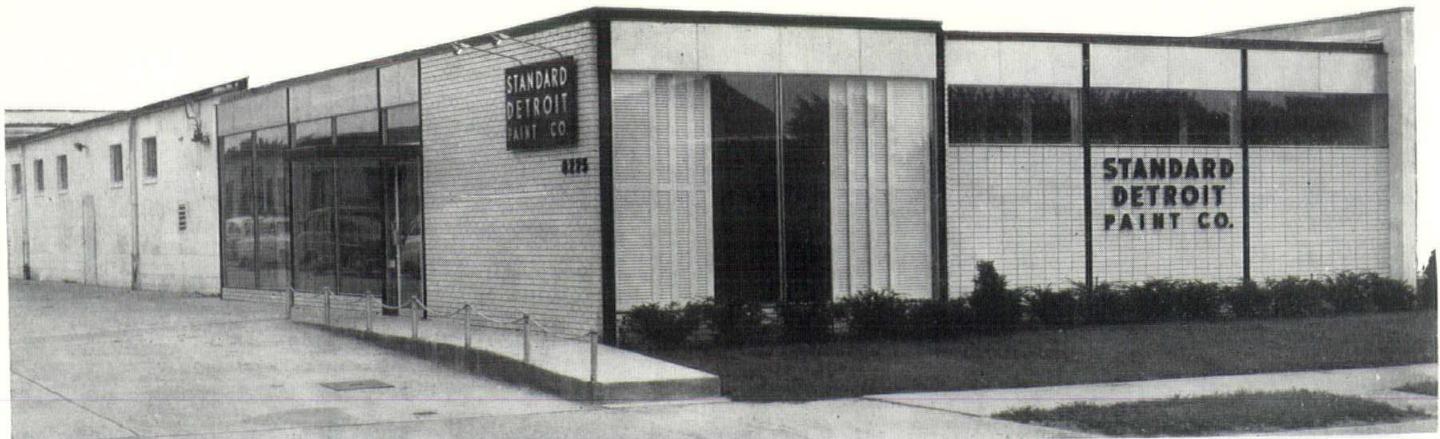
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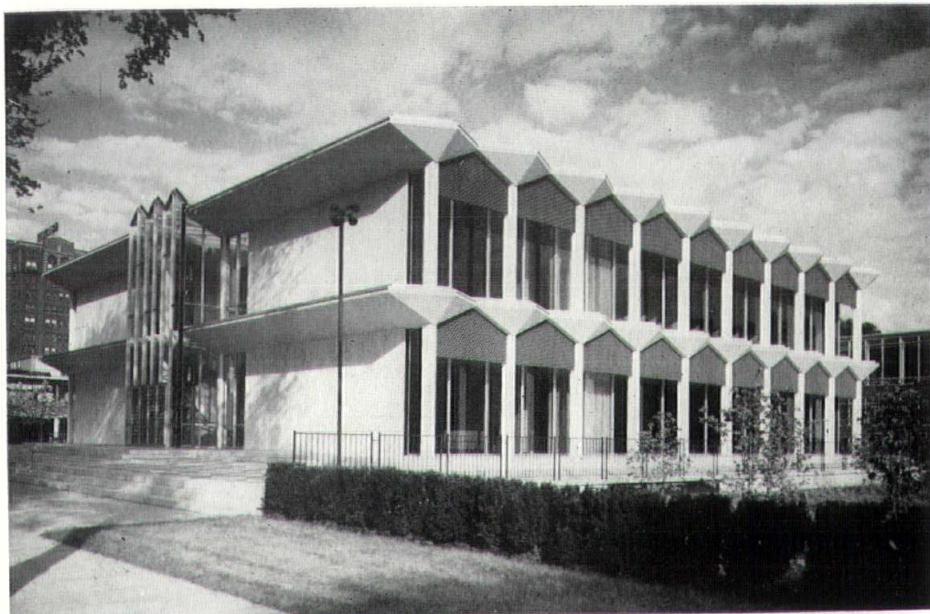
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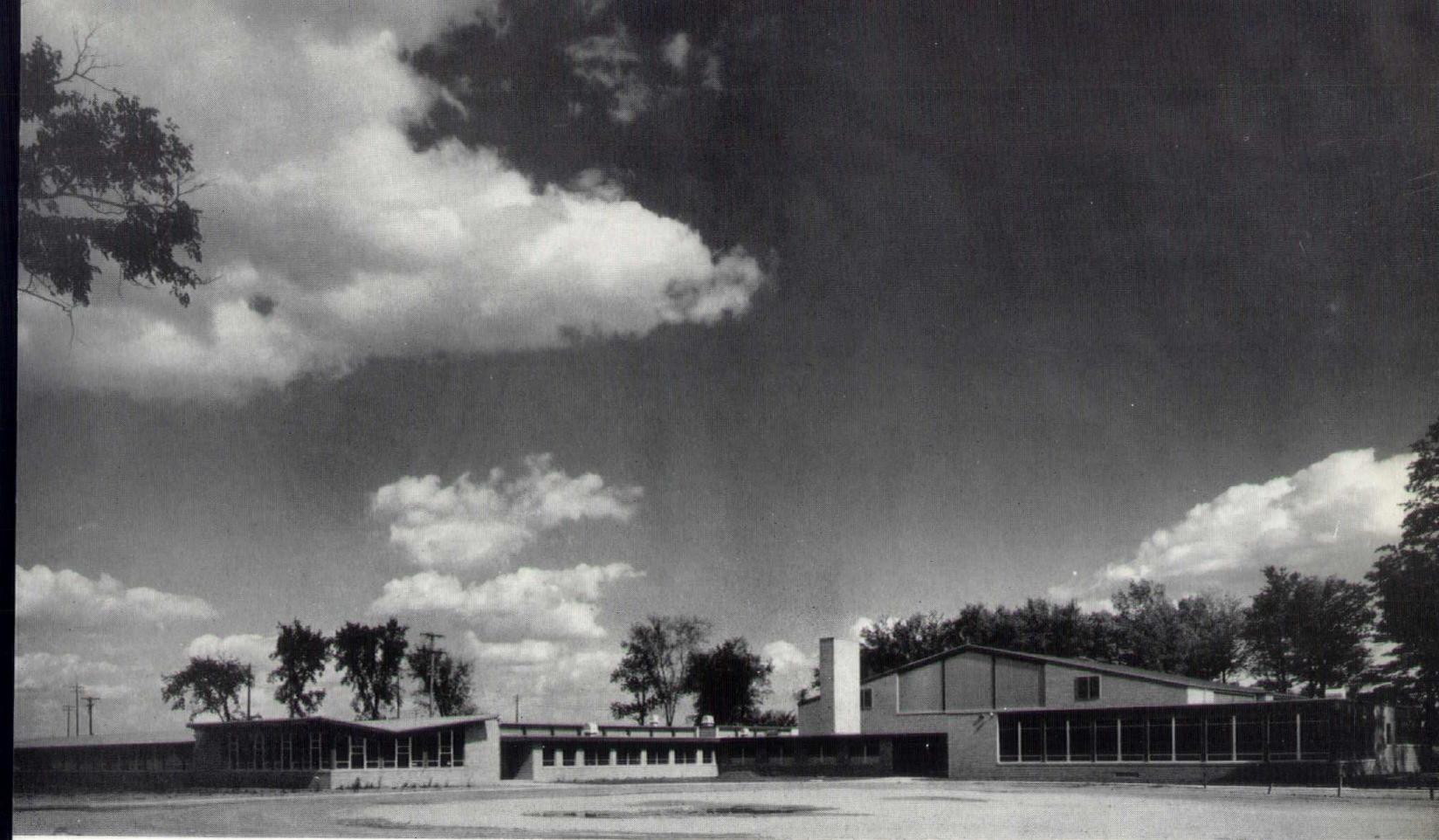
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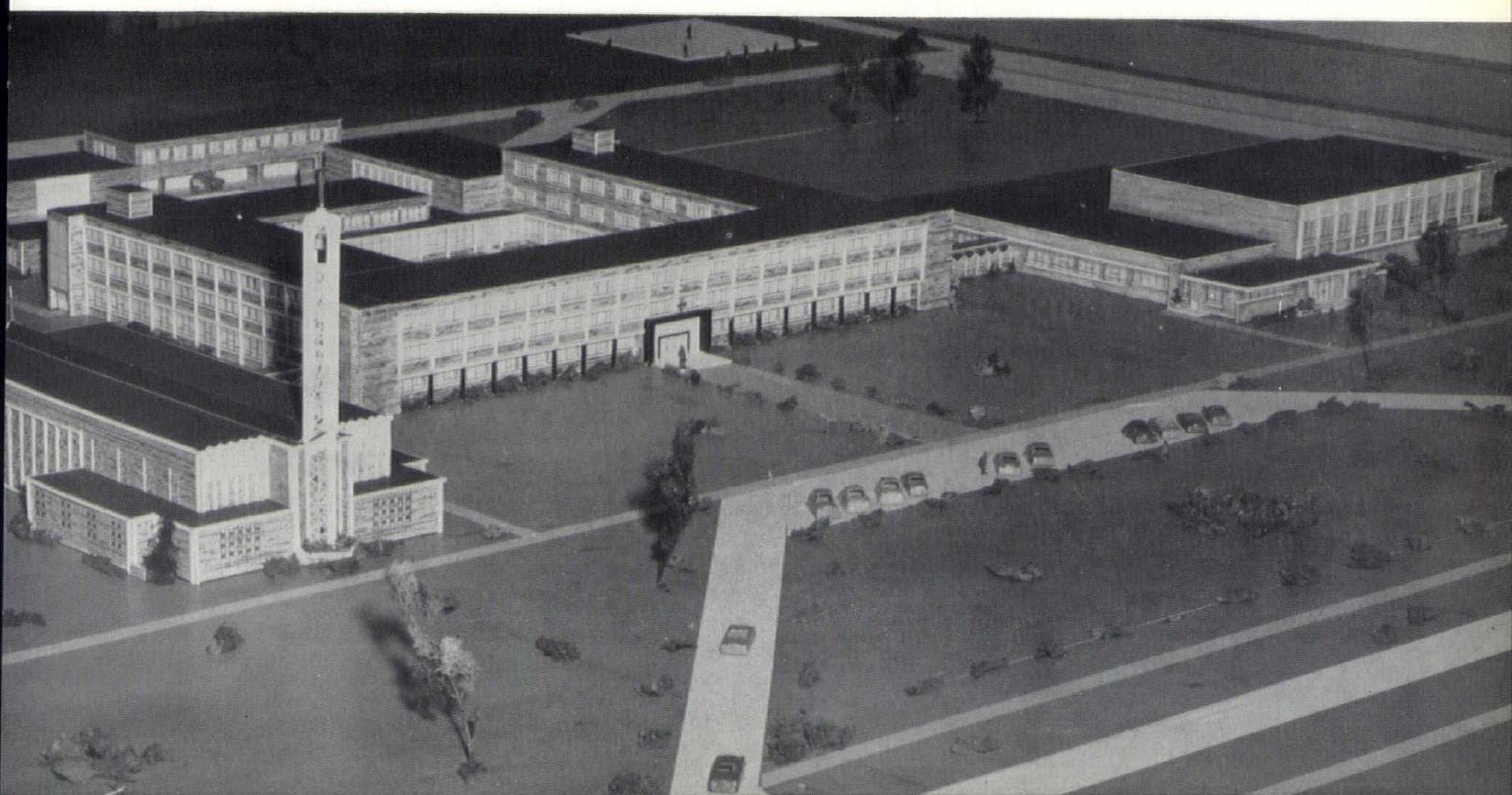
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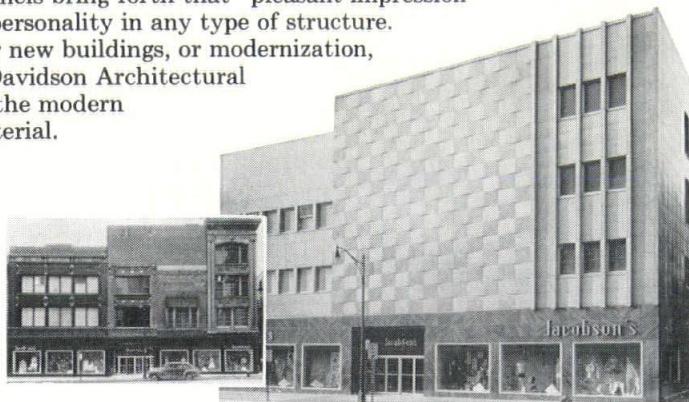




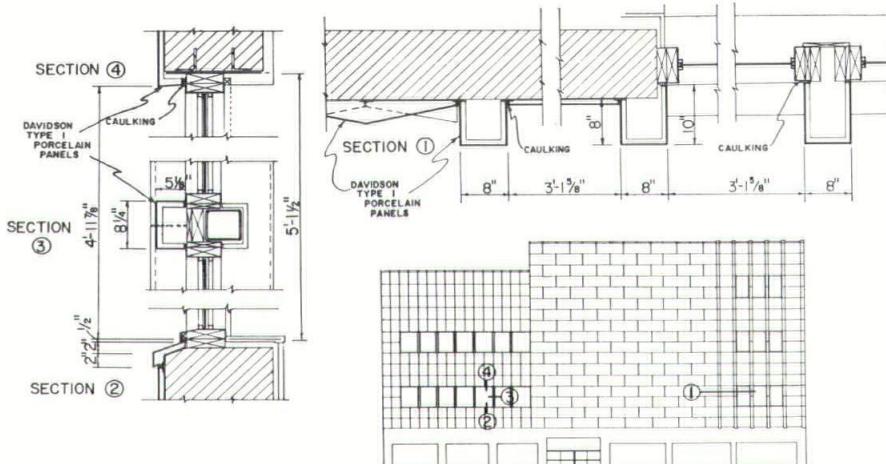
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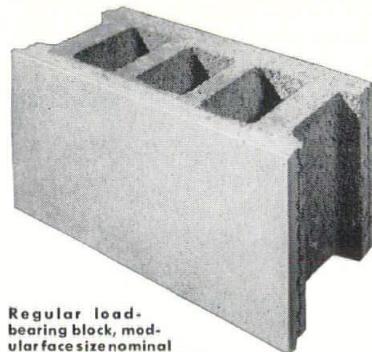


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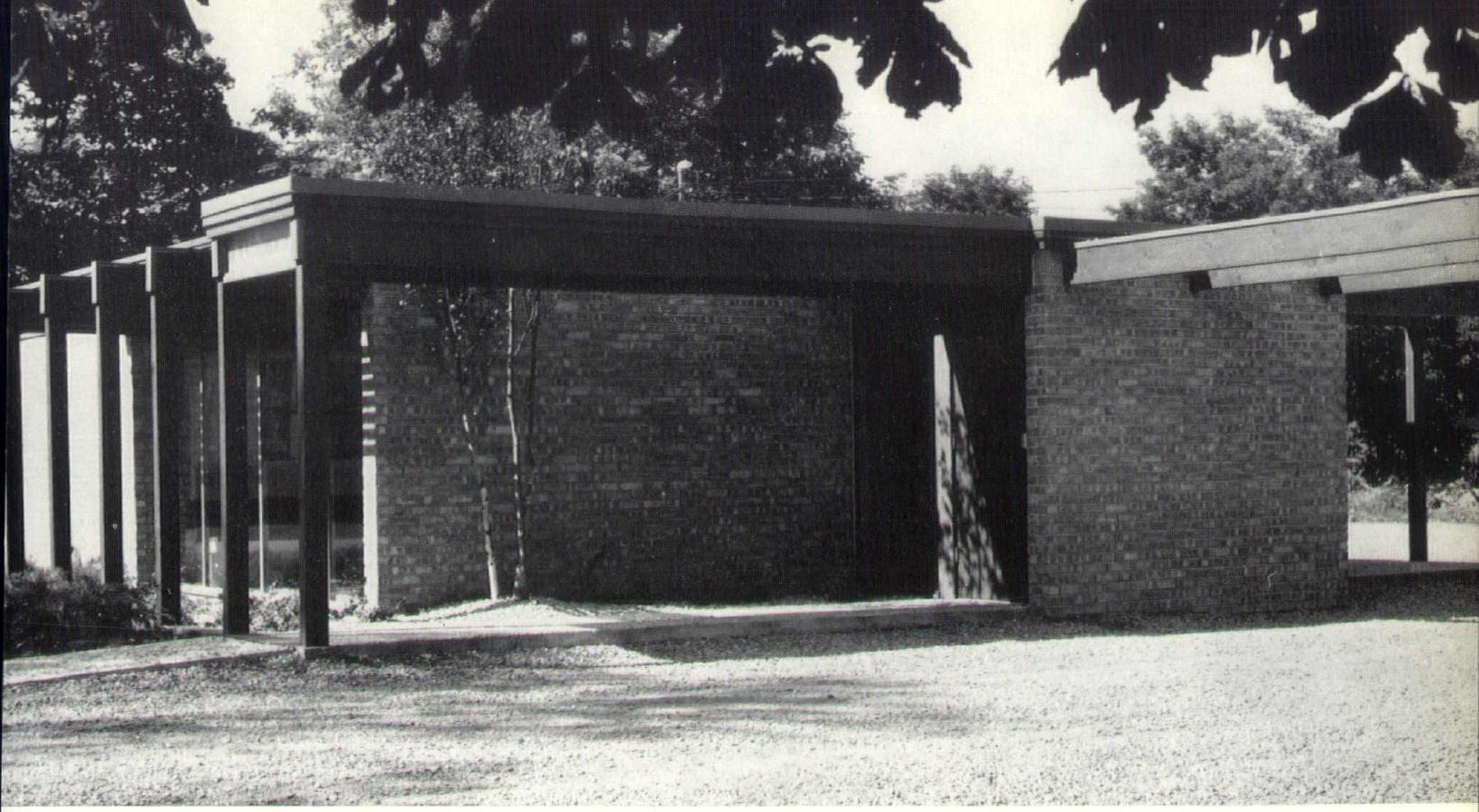
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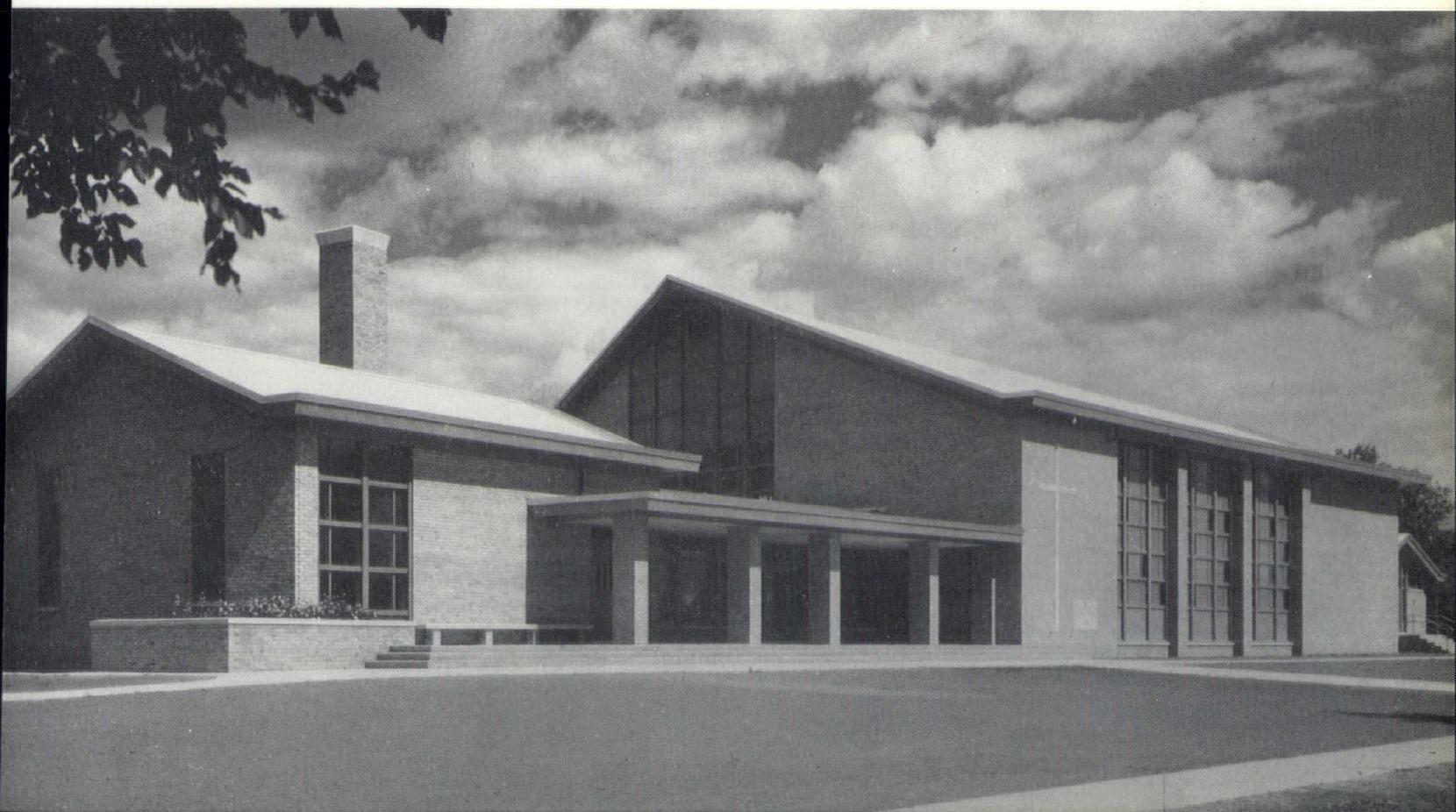
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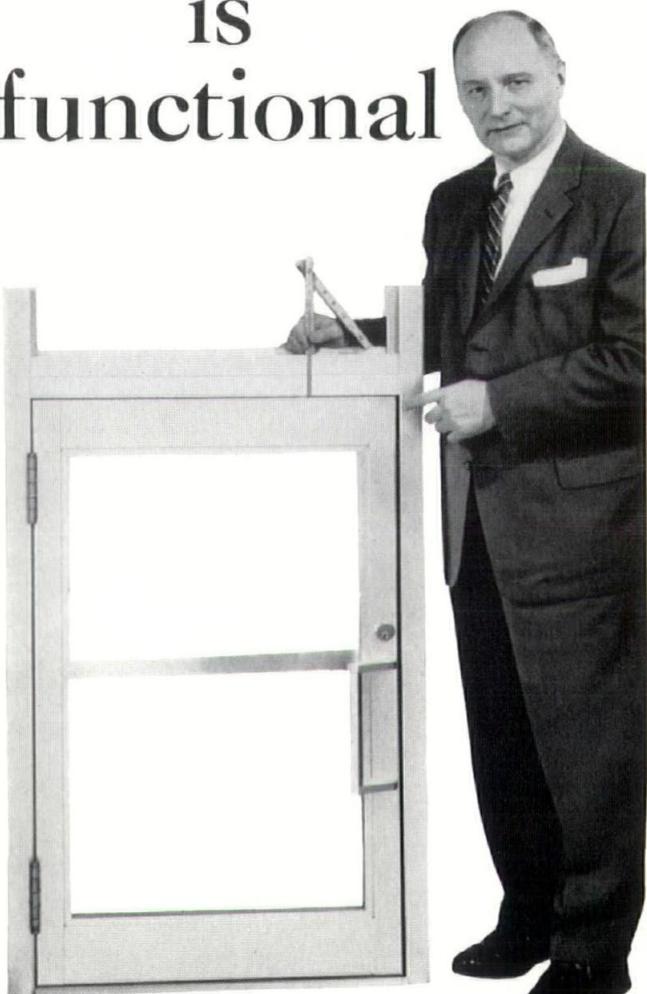
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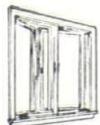
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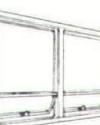
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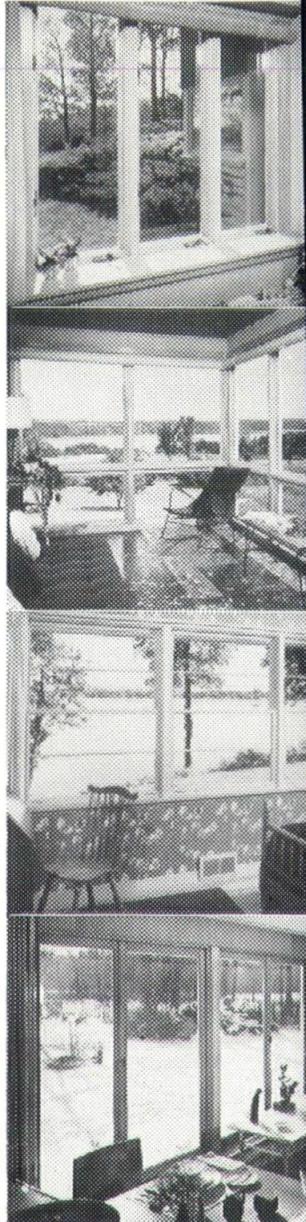
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WHY CONSULT YOUR ARCHITECT?

A talk before the Dearborn, Michigan Optimists Club, July 16, 1958

By EDWARD M. NEWMAN, A.I.A.

Currently, there is a mild type of promotion going on with a slogan which merely states, "Consult your Architect." What does this statement mean? What is implied by, "Consult your Architect"?

First, we must define architect. The title of architect comes from the Greek, *architekton*, meaning master builder, and truly they were master builders as evidenced by the remains of their endeavors. The Greeks were not particularly bothered by such things as building and safety codes or that very important element of today's architecture, namely money. The use factor of the building and the cost were second in importance to the shape, form, and beauty of the edifice. Generally, all of the building, except for residential, was for and by the state and controlled by the politicians, each politician desiring a monument to himself. Therefore, the architects or master builders of Greece were primarily artists and sculptors, with a slight background in engineering through the trial and error method of education. (It would be interesting to know just how many slaves lost their lives through the collapse of buildings under construction.) These master builders fashioned and built these buildings through the use of perfect scale models with a minimum of drawings. (The foreman scaling that part of the model that he was reproducing full size!)

Today, through extensive education, our architects do not plan and build by trial and error. We have the benefit of all that has gone before, plus the tools for research.

The minimum requirements for becoming an architect are first, an earnest love for architecture and a desire to become a practicing architect. Second, four years of study in an accredited school of architecture, culminating with at least a bachelor's degree. Third, a minimum of four years of experience in an architectural capacity under the supervision of a registered architect. Fourth, when the previous three requirements have been complied with, the potential architect may take the state board examination which, upon his successfully passing, will enable him to use the

title of architect, and he may practice the profession. Such examinations include design, structural, composition, specifications, mechanical, history, ethics, business practice, etc. Briefly, then, it takes nine to ten years from the day the young man enters college until he receives his license to practice as an architect.

During this period, he receives an education in all phases of design, structures, planning, electrical, mechanical engineering, art, sculpture, mathematics, history, law, materials, codes, etc.

Therefore, by successfully completing his college courses, it would appear to be reasonably correct to assume a certain competency in this embryo architect. Also, with another four years of actual experience behind him and a successful engagement with the state board of registration, competency shouldn't even be questioned. (We do not question our attorneys and physicians who serve us!)

Yet, a very strange thing has been happening, not only locally but nationally. We are entering an era of confused architecture. There are those who disclaim the building of traditional forms of architecture on the grounds that we of today, with our superior intellect, and progressiveness should not have to fall back upon antiquity for our building designs. Yet, in many respects this antiquity we speak of has more beauty and function than some of the monstrosities that fairly leap at you, with no form, no function or beauty in any respect.

Where did they come from? They came from the lack of competent architectural consultation. And, believe me, these monstrosities didn't just happen. They cost real real money. In many cases the owner was duped and is now very unhappy. In other cases the owner was actually the victim of misrepresentation.

It is illegal to practice architecture in Michigan without a license (the same as in the medical or legal profession), yet, some unscrupulous builders will sell prospects the idea that they can save a great deal of money by not consulting an architect. (I am glad to say they are the exception.) Such builders will prepare the plans for construction, then the trouble begins. The builder usually has a man in his office who will draw up a rough sketch which probably gives the correct dimensions of the lot. From there on, the builder is on his own. He can supply and install any material he cares to and the owner wouldn't know. As the building progresses, the owner notices things that are not being installed according to the original verbal agreement. Now, the extra items begin piling up. The contractor disclaims any previous knowledge of these requests, and he bills extra for the items that the owner had asked for. The job usually turns out to be very unsatisfactory, both from appearance and practicability. (Also, litigation is involved.) As an example of some of these antics: I am now

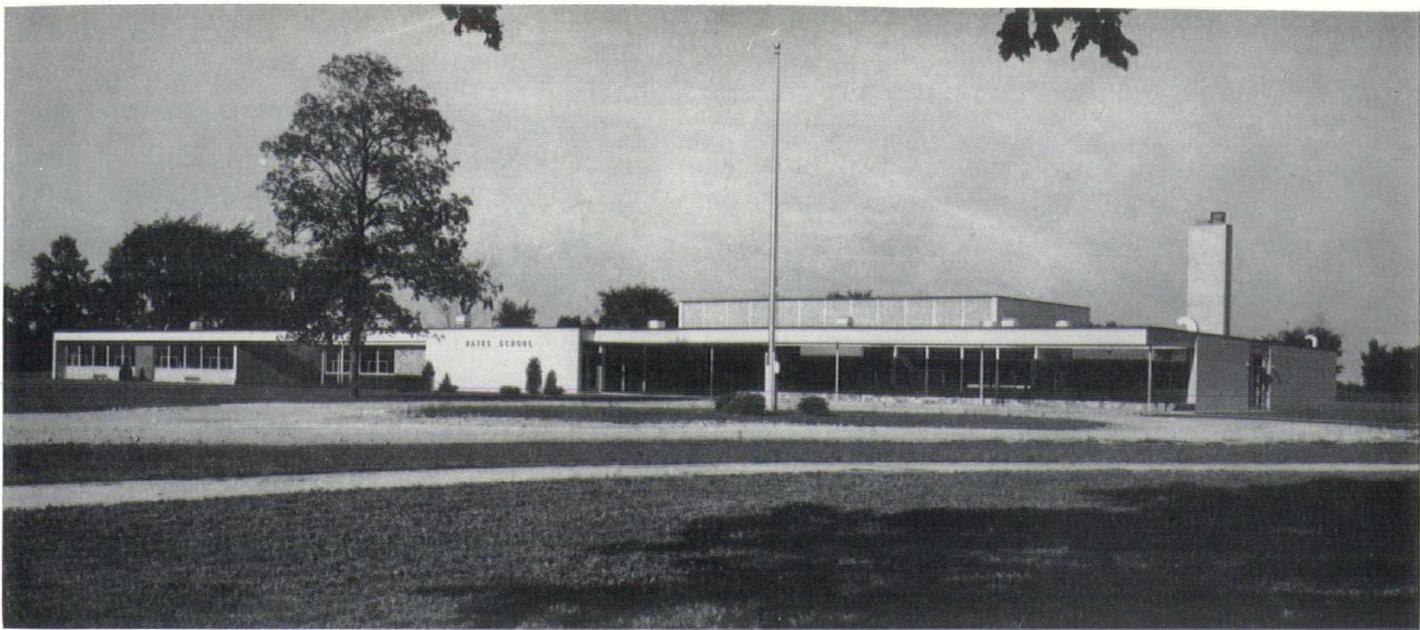
preparing sketches for a client who previously had done business as mentioned before. The building was practically completed before he saw a set of plans. It was only after asking several times and threatening not to pay, that he was presented with plans. The final product was so inferior, construction-wise, that the case is now in court. You may ask, how can anyone be so stupid as to get himself so involved? Simple enough, gentlemen. He owned a parcel of land that was listed for sale with a real estate firm. An unscrupulous salesman came to him one day with a good proposition. He had a client who needed a building and would sign a good lease for a building. So, the landowner listened and reached for a check book. The salesman collected a fee for arranging the lease. He collected a fee from the builder he worked with on such deals and he went back to the landowner and collected another fee for supposedly supervising the construction of the building. He was, of course, completely unethical about the entire transaction. The price agreed upon for the construction of the building was roughly 20% (the owner had no idea what the job was worth). The job was completed, the owner was cheated, the building was inferior.

Had the owner engaged an architect he could have saved himself worries—and money. The project would have gone out for competitive bids, and the building would have been constructed according to complete plans and specifications, insuring the owner of getting what he was paying for. The next time he did engage an architect!

Too often the sales talk of saving money converts an otherwise intelligent individual to a person with the gullibility of a child. As business men, you all are aware that no one is going to give away anything. Everything has a price and you generally get just what you pay for. In an underhanded deal, the expert will always come out on top, and the individual who builds his one and only home, office building, or factory, definitely is not the expert.

When consulting your architect, you know exactly what you are getting and you know what the cost will be. Your budget dictates the project, not your gullibility.

A conscientious contractor is always willing to bid a good set of building plans and his price is competitive. When plans and specifications are incomplete or vague, you may rest assured that the contractor will always figure the cheapest way because he has to do so to meet competition. Your protection is your architect's responsibility, together with a correct solution to your architectural problem. The added quality of construction, design, and materials in your building warrant the architect's fee. It has been proven many times over that a competitive project, backed by good plans and specifications, saves the owner more than the architect's fee.



Walter J. Rozycki, A.I.A., Architect

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MSA PRESIDENT, FREDERICK E. WIGEN, of Saginaw, called attention to the fact that five members of the MSA Board are from the Western Michigan Chapter, at the September 11th meeting in Lansing.

The meeting was held in the new Civic Center with cocktails preceding dinner at 7:00. The occasion was the Annual Awards Banquet, planned as a joint meeting with the MSA Board.

"You can boast that five members, of the 16-member board, are from your chapter. This gives you excellent representation in Society affairs and a better opportunity to have your views considered," he told the group.

The Honor Awards Jury consisted of Orville H. Bauer, A.I.A., Toledo, Ohio; Amedeo Leone, A.I.A., Detroit, and Henry Wright, A.I.A., New York. Mr. Wright, who has been Consulting Editor to Progressive Architecture and is a technical architectural consultant, was

spokesman for the jury. He had this to say of the contest:

"The jury felt that the presentations were spotty in categories. While they would not be considered outstanding from a national level they were good, clean architecture and, in the long run, this is the meat of the business. Of course, from the national standpoint a school suspended from a mast over a lake might be considered a prize winner."

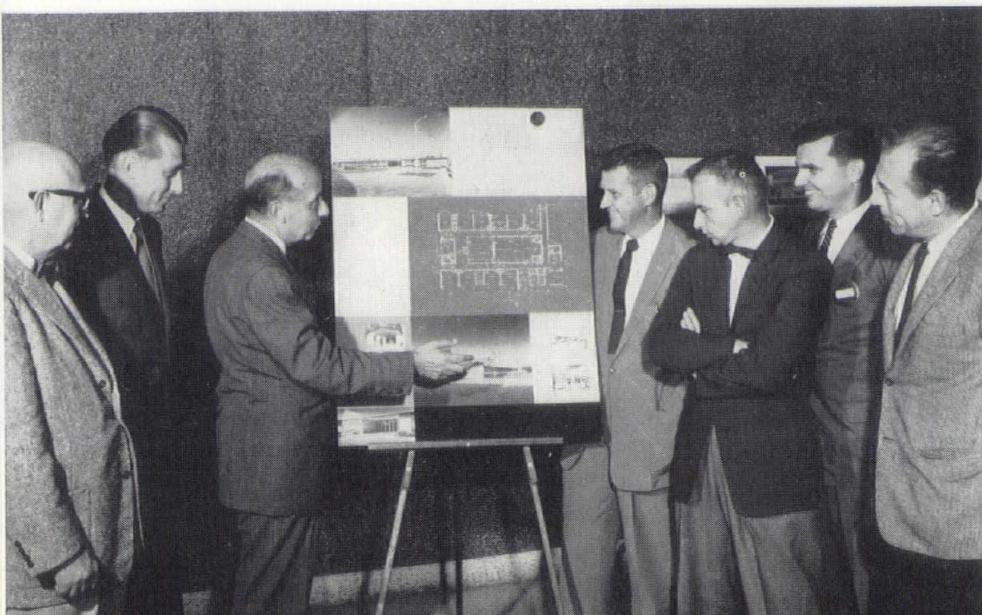
Award winners are featured on the following pages.

President George Sprau announced that the next meeting will be held in Battle Creek, Monday, October 13th. Members will be notified of place and program.

CHARLES V. OPDYKE, A.I.A., of Lansing, recently was moderator of a panel on Publicity, sponsored by Toastmasters International, at the Y.M.C.A. in Lansing. Opdyke, a member of the club, reports:

"A.I.A. President, John N. Richards, is also a district member of our organization. The purpose of the club is to evaluate publicity. We determine how to get it, and how to write and distribute releases. Our activities include speaking and appearing as toastmasters before groups."

HONOR AWARD WINNERS AND JURORS discuss problem that won J. & G. Daverman Co. First Prize and the distinction of being the Grand Show Winner. Left to right: Thomas S. Tanner, A.I.A., Ann Arbor; Orville H. Bauer, A.I.A., Toledo, Ohio; Amedeo Leone, A.I.A., Detroit; Joseph T. Daverman, A.I.A., Grand Rapids; Wilmar F. Nuechterlein, A.I.A., Lansing; David E. Post, A.I.A., Grand Rapids and Henry Wright, A.I.A., New York. Complete information is featured on the following pages.



ELMER J. MANSON, A.I.A., of Lansing, was scheduled to meet with the American Institute of Architects' National Committee on Public Relations, September 22-23 in Washington, D.C.

Manson is one of the members, of the committee, and Chairman of the Great Lakes Region.

Delegates from each region will attend the meeting and problems from a national, regional and state level will be discussed as an endeavor to better the Institute's public relations efforts.

Stephen Allen, A.I.A., of San Francisco, California, is the National Chairman.

Mr. Manson wants to know why we are not giving more publicity to our current public relations materials and tools that have recently been developed at the national level.

Although news of PR activities and production of materials has been published from time to time in the Bulletin, requests have been received for a complete list of available and pending material in order that chapters may plan accordingly and duplication of effort will be avoided.

Next month there will be a complete list published.

Six A.I.A. firms were awarded Honorable Mentions at Western Michigan's Annual Honor Awards Banquet, in Lansing, September 11. They were: Roger Allen & Associates, Grand Rapids; F. Gordon Cornwell, Traverse City; J. & G. Daverman Co., Grand Rapids; Kammeraad & Stroop, Holland; Manson & Carver and O. J. Munson Associates, both of Lansing.

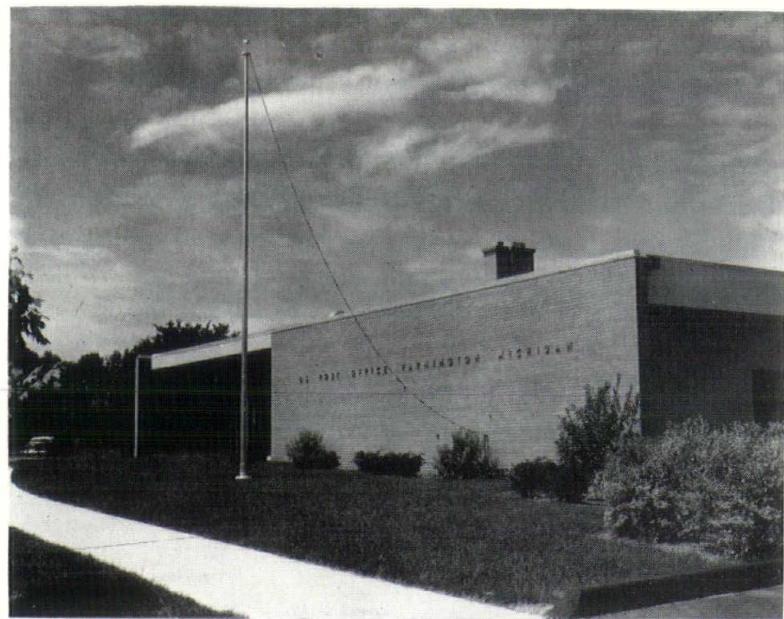
Tentative plans are being made to exhibit the winning designs at the Kalamazoo library. It was suggested that the exhibit be displayed in civic buildings throughout the Western Michigan area, and a committee to expedite this is being formed at this time.

**On the following pages
are examples of work of
A.I.A. members in the
Western Michigan area**

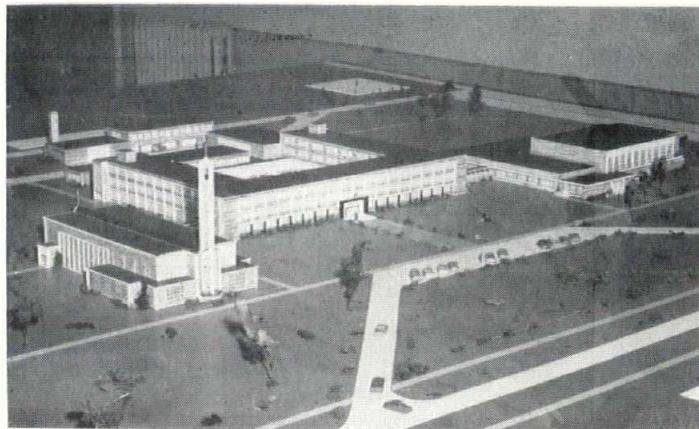
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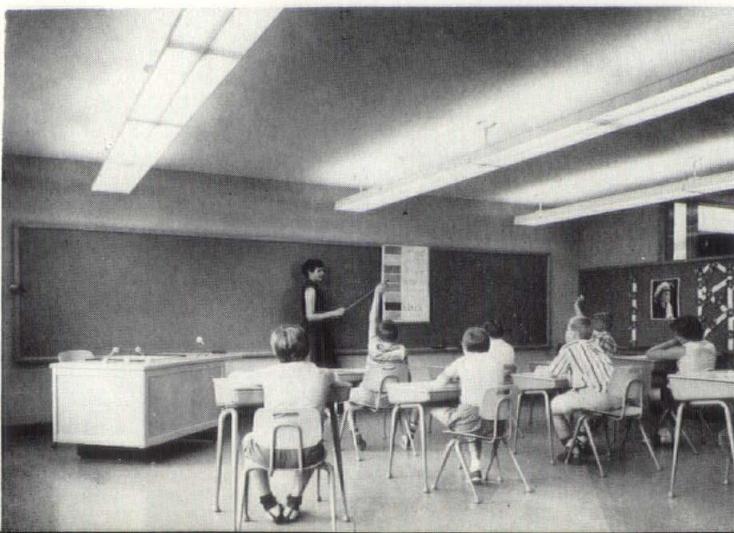
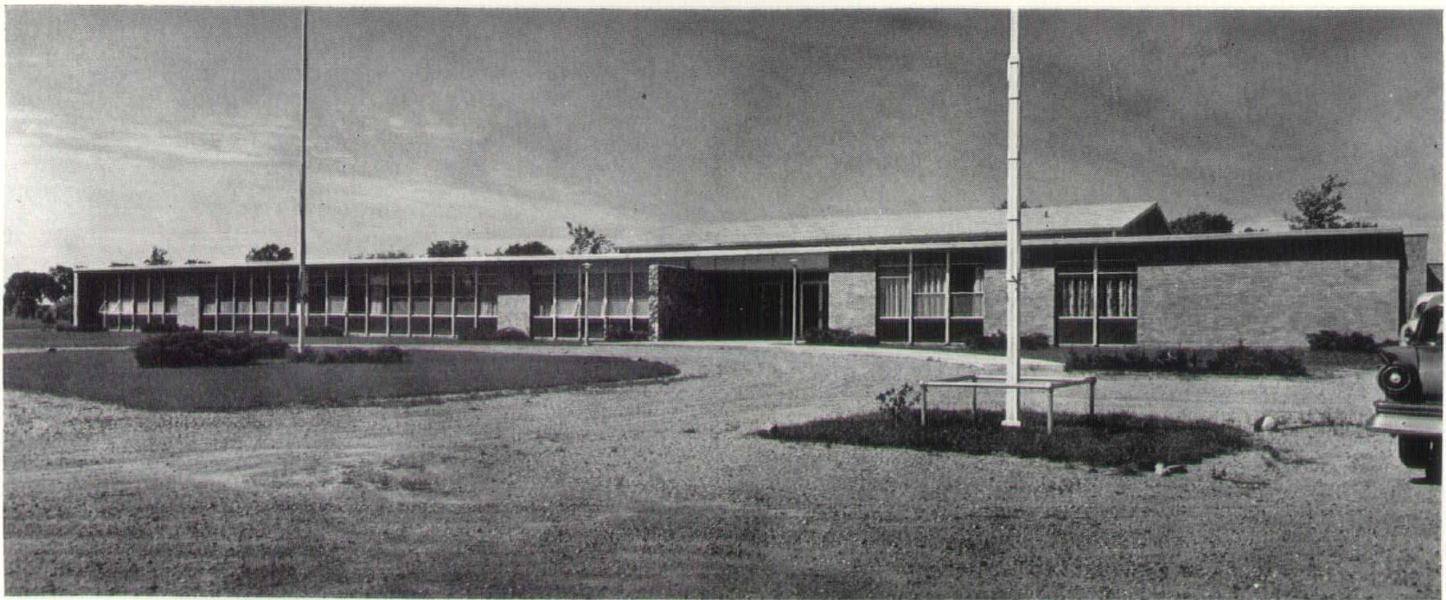
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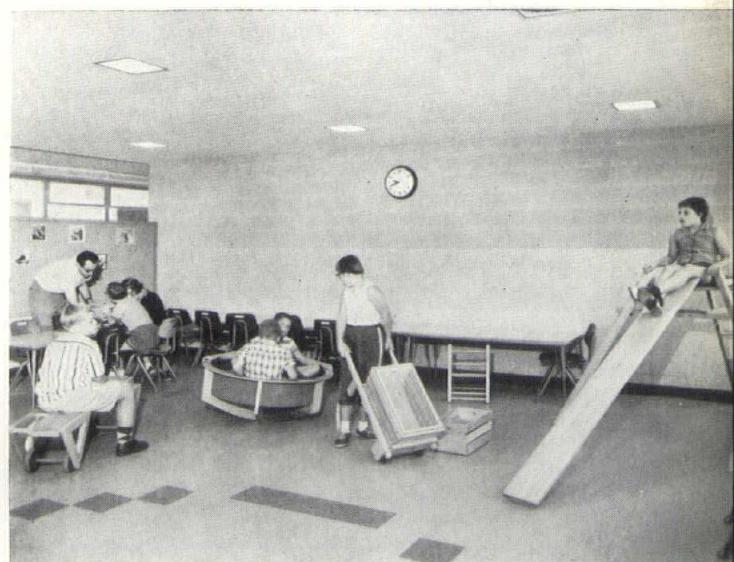
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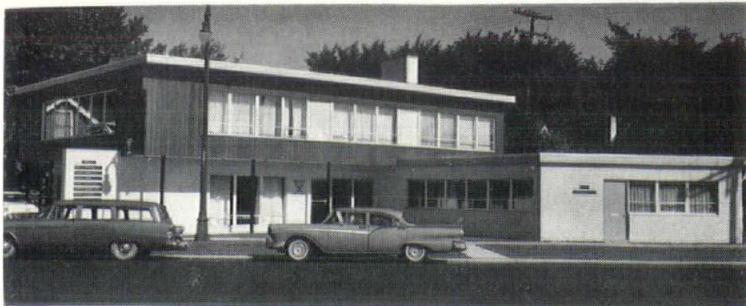


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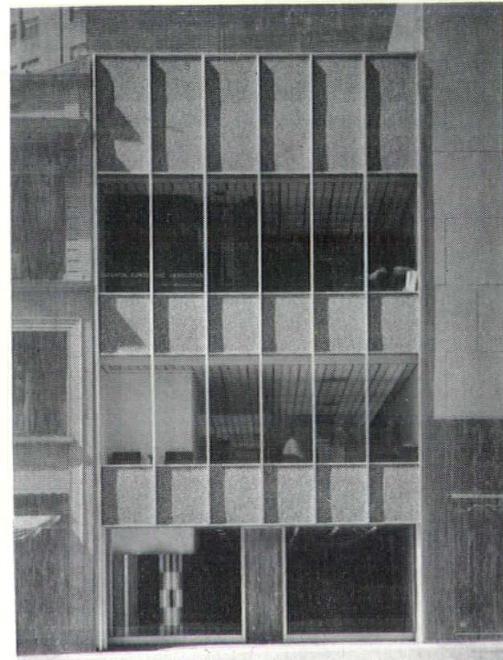
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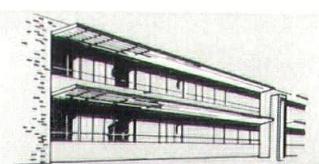


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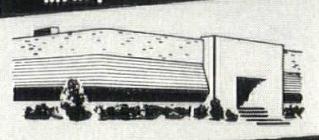
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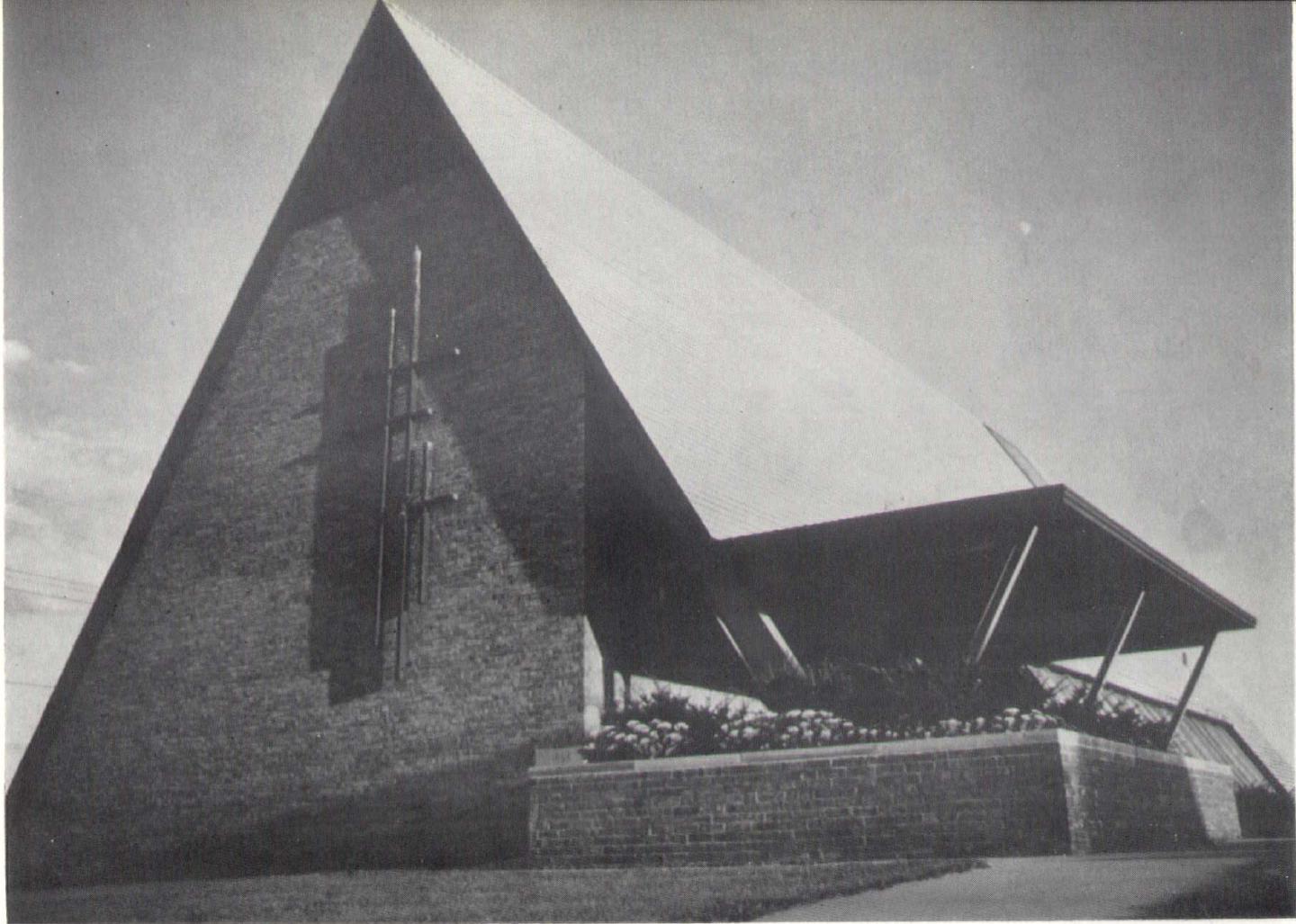


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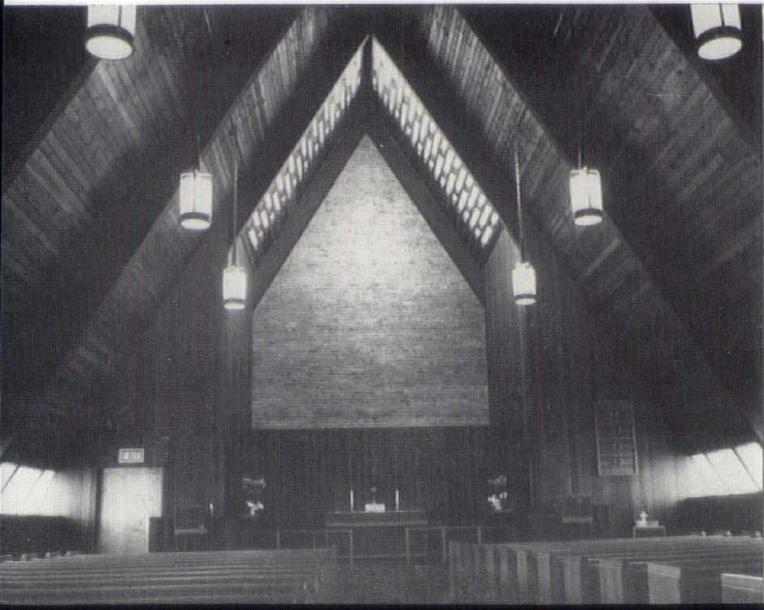
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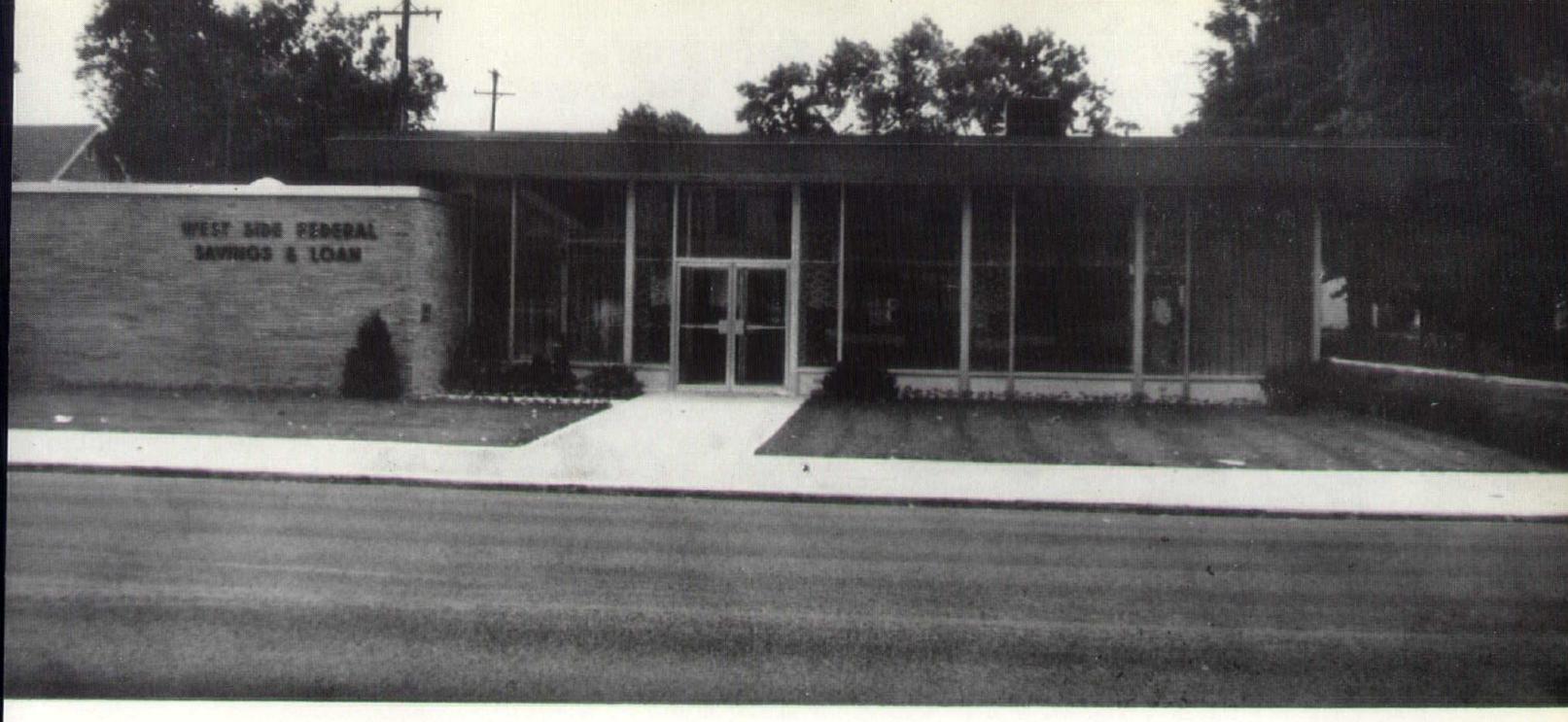
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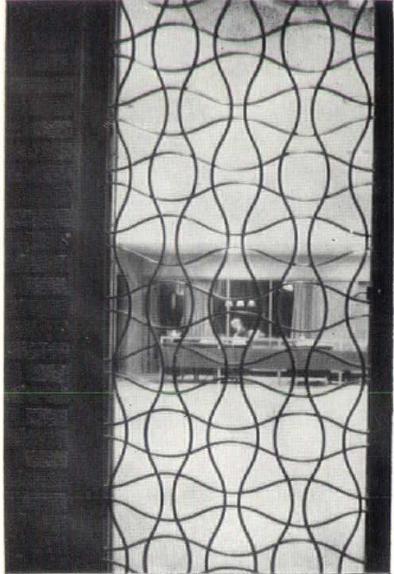
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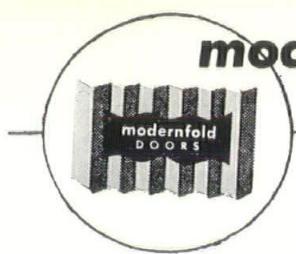


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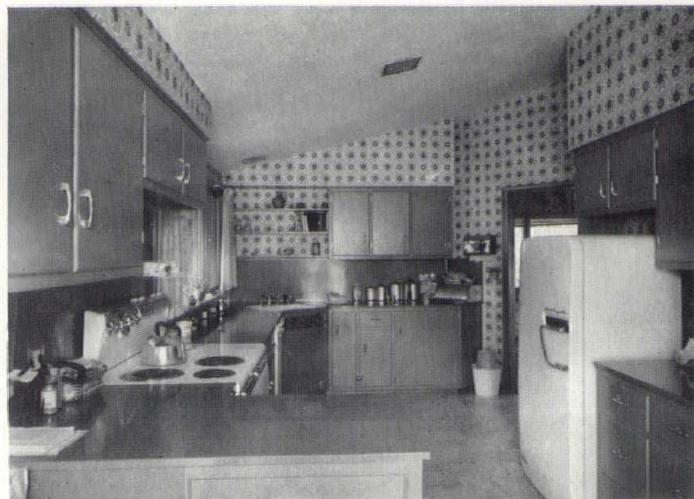
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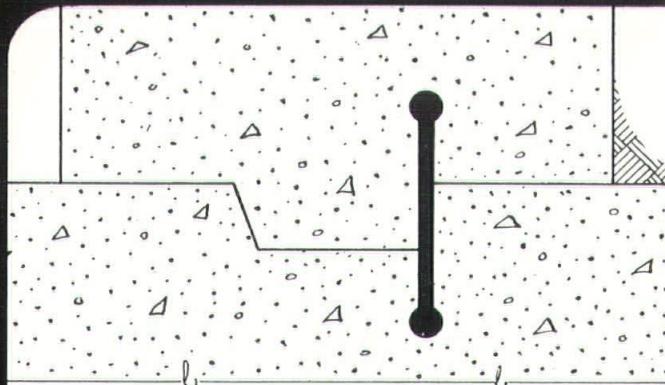
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Architecture, Art & Science

By GEORGE F. DIEHL, A.I.A.

before the Ann Arbor Optimists Club

Architecture is the art and science of construction and where there is building construction, architectural service is essential. Be it ever so humble, every home was planned by someone, sometime. Whether the layout be an original one made for a specific project and a certain client, or whether it be one that has been used and modified many times, at least an attempt at architectural service was involved.

These services may have been provided by someone other than an architect—they may have been provided by the builder, by a draftsman under the direction of a builder, or by the client himself, but they were attempts at architectural services. What I should like to point out is that, no matter what type of structure, there must be some form of layout and there should be some form of written agreement describing the character of the materials and workmanship that are to be employed.

Does it not follow, therefore, that the logical procedure would be to have this essential service provided by one who is best qualified to do so?

Before one is eligible to take the State examination to become a registered architect, he must have had a total of eight years of combined academic training and practical experience—and in no case less than four years of experience.

Unfortunately, there are many people who are not familiar with what are complete architectural services. Probably their failure to know could be blamed on our own profession for not providing better public information.

There are many honest and competent architects in this State. The regular procedure for the selection of an architect for any project should be for the client or his representative to acquaint himself with a list of the various offices, and ascertain which would be best qualified to handle the particular type of project he has in mind. He should then give to the chosen practitioner, the complete proposed building program, including every detail of the various functions in all portions of the structure.

In most cases, a visit to the property is essential. The architect is interested in the terrain and the environs of the site. It is also necessary to provide a complete architectural survey of the property, not only of the lot lines, but all levels, public utilities and even trees where they are to remain, etc.

Upon receipt of the survey, the architect will prepare preliminary drawings based upon his analysis of the owner's problem. These sketchy layouts of the floor areas, plus a study of a possible exterior, are submitted to the owner, and should really form the basis of the definite arrangement which is to be developed.

Incidentally, this stage of the architect's service is probably where he has the best opportunity to express his skill as a planner and his talent as a designer. If he has the proper understanding of the owner's problem, type of construction and the kind of materials to be used, it is in this stage that the picture begins to grow into what will eventually be an edifice that will not only serve the purpose for which it is intended but will fit properly into the landscape as something pleasing to the eye.

I would like to stress the fact that, since the architect is the one who specifies the types of materials to be used and the way they are to be installed, he, more than anyone else, is responsible for the cost of the structure, therefore, his competence should be judged by the broadness of his knowledge of construction and his judicious use of that knowledge.

New materials and methods are constantly being introduced, and these are brought to the attention of the architect. It is the duty of the architect and his mechanical and structural engineers to investigate the qualities of these new materials and to pass judgement upon them. For this reason, it is considered unprofessional for any member of our profession to have any financial interests in the manufacture of building materials and accessories, and, of course, we are definitely not to have any interests in the construction contract work.

A prospective owner should not expect an architect to submit preliminary sketches before he is definitely retained.

Aside from the fact that it is unprofessional for the architect to submit free sketches, it is really an unfair practice. The proper study of any problem, even in preliminary form, requires time. Time is money, whether the work be done by the practitioner himself or whether he employs others to assist him, hence whatever is expended in that way must be charged to someone. It merely means that such a practice would greatly raise the cost of overhead, which in turn means that less time can be spent upon the other portions of the architect's services. This means that somebody patronizing an office of that kind could expect to get less than he is entitled to.

On important public projects, competitions among architects are sometimes arranged for with prize awards for all who are called upon to enter. That is another story.

One portion of the architect's complete service that many owners are not thoroughly familiar with is the taking of tenders, awarding the contracts, issuing of payment vouchers and the supervision of construction. Even with the most complete set of plans and specifications, and even assuming that every contractor and subcontractor on the project is trying to do the work honestly, there has to be a proper coordinator and the one best qualified

for that job is the architect who planned the work. In this capacity, he is really an interpreter of the plans and specifications.

Another point that might well be stressed, is the fact that the mechanical and structural engineering which is generally included as part of the architect's complete service, should be done by qualified registered engineers.

Housing For The Aging

Several types of housing are necessary to satisfy the needs and tastes of middle-aged and older family units, a University of Michigan expert on aging believes.

Wilma Donahue (Ph. D.), director of the U-M Division of Gerontology, says that more than a million couples over 65 are now living with their children. Yet substantial majorities of both the older couples and their children regard this arrangement as one of "undesirable expediency," she reports.

"The real pressure for doubling up appears to come with the onset of long term disabling illness, absence of income, and loss of social contacts," Dr. Donahue explains.

What type of housing do older people desire? Do they want to live alone or in groups? Do they want to live with others their own age or be scattered throughout the community?

While many surveys have shown older people live in their own homes as long as possible, Dr. Donahue points out that increasing numbers—especially among the unmarried—are choosing living arrangements which afford opportunity for social contacts with others.

Many prefer to give up their heavy housekeeping chores in favor of apartments, hotels residence clubs, and homes for healthy aged, she adds.

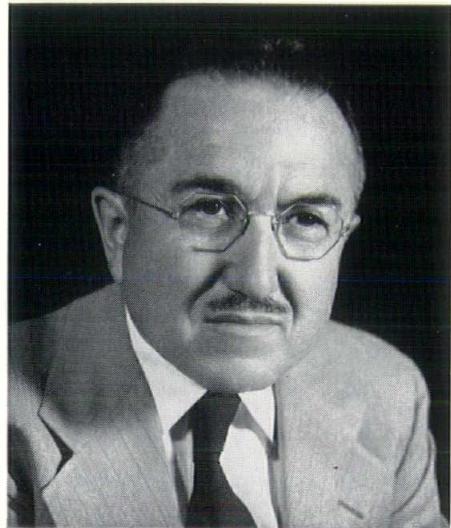
"This trend may indicate that in our planning we will be well-advised to provide more congregate facilities in which the individual has complete privacy and maximum independence in living, but in which he also has less responsibility and increased immediate opportunity for participation with others their age. On this point, the U-M expert says:

"Older people themselves are less sensitive to the implied segregation and isolation of special housing developments for their use that is believed by many social planners.

"This can be seen in the ready acceptance by the retired of grouped accommodation in Massachusetts, Rhode Island, Ohio, and elsewhere, and in their willingness to purchase homes in retirement villages in Arizona, Florida, and Washington. Perhaps the most significant evidence of all is that retirement villages are springing up spontaneously."

What Is Architecture?

By Prof. Ralph W. Hammett, A.I.A.,
College of Architecture and Design,
University of Michigan



PROF. RALPH W. HAMMETT, A.I.A.

Architecture. What is Architecture, that is, what constitutes good architecture? Well, it is generally conceded that good architecture has four requisites: first, it is or should be the proper coordination of space. Many sum this up in the phrase, "functional planning," or logical space arrangement, whether the job deals with a house for a particular family, or a whole city. Good architecture must be the efficient correlation of the necessary spaces of the project.

Second, good architecture must be proper structural enclosure. This is the science of building, and progresses as our building techniques develop with each new discovery. Time was when man had only stone, brick and wood with which to build, when he was limited in these enclosures to post and lintel construction. Now, we have few limits to what we can do. We have steel that can be used either in compression or tension; we have plate glass, aluminum, plywoods, and a thousand plastic and other derivatives. We can hang space, we can cantilever it, we can almost defy the laws of gravity. Our buildings are becoming technical wonders of structure, heating, lighting and air conditioning. Good architecture must be engineering, the proper enclosure of space, including mechanized conveniences.

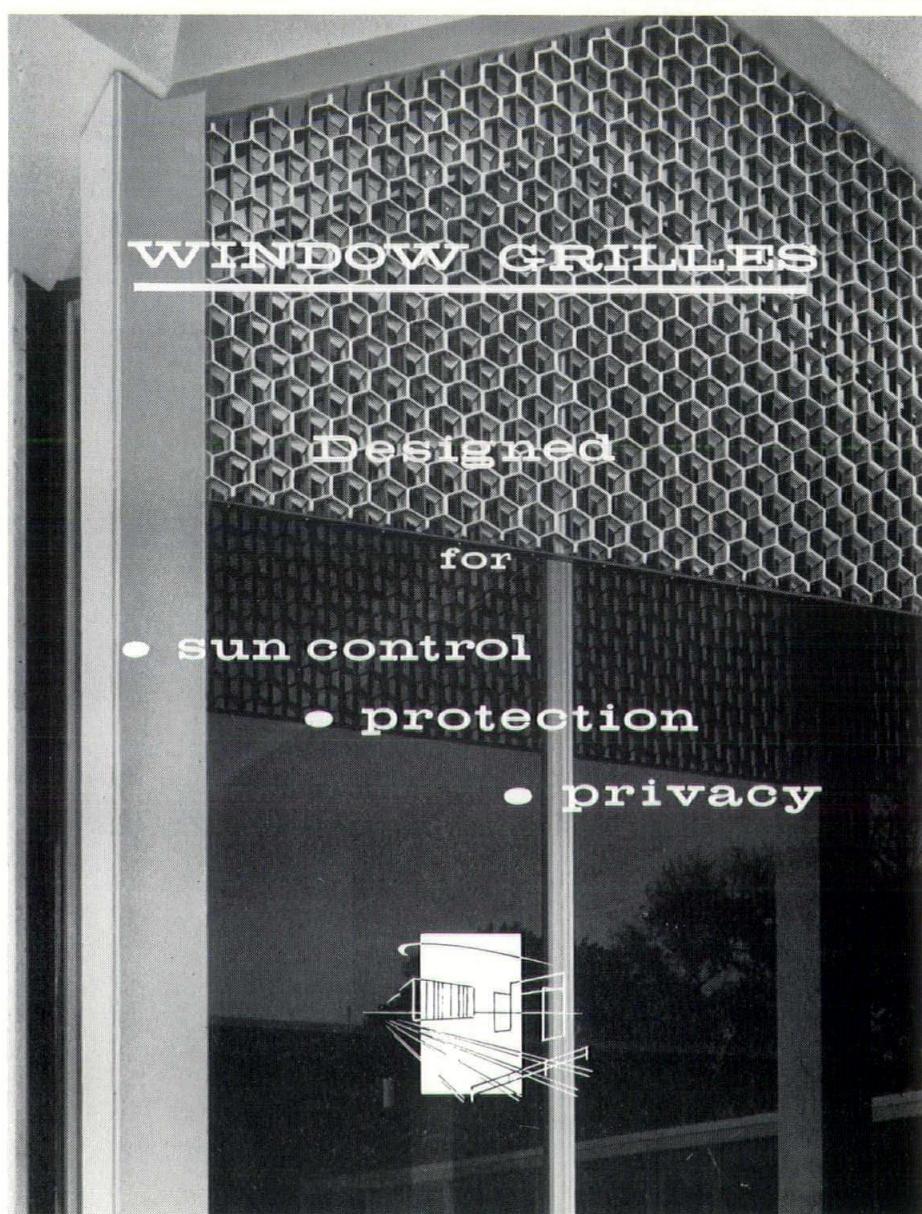
That word "proper" is one to hang on for a moment. It can have many connotations; meaning, fitting to the project and to the function of the building. But "proper" can also mean economic, and that brings us to the third requisite of

good architecture: the economics of the project. We say today that we are ruled by the dollar; however, I wonder if this is any more true today than in any previous age. Yes, some there are as always, who can afford palaces for commerce or for living; but, whatever the project, there is always a budget which must be reckoned with, must be satisfied. Economics, rightly applied is a requisite of good architecture.

Then there is the fourth requisite, and possibly the most important one, if the term "Good Architecture" is to be used, and that is one difficult to explain, though we all want it. Some call it "beauty," though we don't always agree as to its meaning. It is esthetic quality that comes through line, color and

balanced masses; but it can't be figured, nor learned through rationalization, formalized training, nor mathematics. It is that quality of a building that causes people to look a second time because they like it. It gives rise to certain emotions. Some people say it is the spiritual quality.

Well, whatever it is, and legend says that the Greeks had a word for it, which we haven't; it is not planning alone; it is not technical building, that is engineering; it is not satisfying the dollar only, far be it. It is all of these. Yes, good architecture can be the city beautiful; it is sculpture; it can be painting in three dimensions; it has been called frozen music; and like opera and ballet, it can be a combination of all of these.



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Architectural Education, U. of M.

By Prof. Walter B. Sanders, A.I.A.,
Chairman, Dept. of Architecture,
College of Architecture & Design,
University of Michigan

At the A.I.A. Convention held in Houston in 1949, the officers and directors of the Institute were authorized to undertake a survey of the profession with particular regard to education and registration. Ralph Walker, then president, used his good offices and personal attributes to gain the financial support of the Carnegie Corporation in underwriting such a survey. As a result a Commission for the Survey of Education and Registration of the A.I.A. was appointed, and included representatives from the various fields of education, practice, state board administration, and school accreditation. Edwin Burdell, President of the Cooper Union, trained as an engineer and sociologist, and an honorary member of the A.I.A., served as Chairman of the Commission.

After five years of conscientious study, the exhaustive report of this commission was published, and constituted the first major attempt to describe the nature of the current practice of architecture and the evolution of educational methods to prepare for practice. To date, no study of professional groups other than this one of the architectural profession has been undertaken which encompasses so fully the implications of its responsibilities, both to its membership and to the society that it serves. Titled: "The Architect at Mid-Century, Evolution and Achievement," the survey report stands as impressive evidence of the vitality of our profession and its compelling urge periodically to take stock of itself.

Dr. Burdell states in his introduction of the report,

"It is a good omen that the title 'architectural education' is giving way to the longer but more significant term 'education for the professional practice of architecture.' The latter implies a professional rather than a classical or academic orientation."

Now, I like to think that Dr. Burdell was not arguing against the classical or academic orientation of education so much as he was arguing for the professional identification of education for architecture. I like to think this because it is as members of the profession of architecture that we have met here; it is our common interest and responsibilities that tie us together as a profession; and most importantly, it is because some of us are educators, some practitioners, some administrators, some journalists, that architecture is a profession. For, if it is to flourish, a profession requires the merging of all these particular interests.

We are professionals because through prolonged formal training, apprenticeship, and experience we have acquired command of special disciplines and skills, and have been granted the right by society to be arbiters of our own standards of practice. Coupled with this right are obvious obligations. In the A.I.A. survey report, Turpin Bannister, who so successfully compiled all the subject matter into a coherent whole, describes the nature of our profession as embracing three major obligations.

First is the establishment of conditions of service which are conducive to optimal social benefits. To gain and hold the public confidence on which our very existence as a profession is based, we must obviously create and maintain conditions which permit our most effective service. As a profession, we cannot escape our public duty to promote an atmosphere which fosters high standards of performance.

The second obligation described by Bannister is the enhancement of the competence of our members by the maximum exchange of technical knowledge and skills. Each member of our profession, in return for complete access to the whole body of professional knowledge, assumes the duty of sharing his own discoveries with his colleagues. From their inception, professions have stimulated this course by according recognition and prestige to those who report significant findings, and by providing the means of disseminating these findings as widely as possible through professional meetings and publications.

The third obligation which a profession must assume, according to Bannister, is the constant renewal of its own personnel, so that the services for which it is responsible will continue to be available to society. This obligation invokes not only the responsibility of recruiting and training suitable candidates, but also administering standards of membership within the profession.

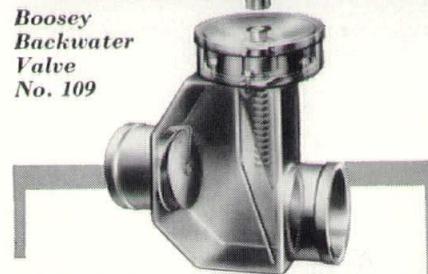
The concept of our profession implied by these obligations requires that some of us sacrifice some of the fruits of practice to insure meeting our obligations; by training candidates, by contributing to the establishment and dissemination of new technical knowledge, by administering to the affairs that permit and promote practice.

I think it is clear that our strength springs from individual recognition that cooperation is indispensable for our common growth; that willing participation has endowed our profession with status, competence, and respect. Whether we be involved most directly as practitioners, administrators, journalists, or educators, our affairs are inextricably interwoven into the fabric of our profession. Each of us assists in his way in meeting each of his professional obligations, but perhaps we share most closely in meeting the requirements of the third obligation, education.

Education for the practice of archi-

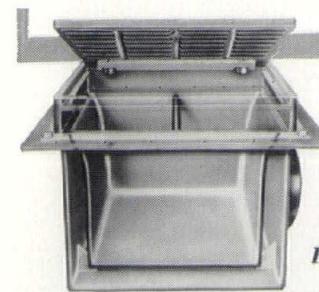
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ecture is an inclusive and integrated process. The first stage involves professional schooling, the second candidate training preparatory to practice, and finally, programs for professional growth pursued by established practitioners. Several of us have to do with professional schooling; all of us who practice and rely upon the services of employees have to do with candidate training; and each of us has the life-long obligation of seeing to his own individual growth in competence.

Looked at in this wider perspective, I think it is not unreasonable to say that in a great many ways practitioners must have many of the attributes of teachers, that they can as readily be called "architect-teachers" as teachers are often called "teacher-architects." All this leads quite naturally to the question: what attributes of the practitioner does

the teacher possess? For it is here, in the extent and depth of direct experience in the performance of architectural services, that the teacher-architect is so often measured. Since he is expected to prepare his students for the performance of architectural services it is axiomatic that he cannot do so with assurance unless he is himself competent in such

the distribution found in normal practice. The survey also revealed that 47.5% of all teacher-architects were licensed, and that equal numbers of both teachers and practitioners (51%) had passed written examinations in obtaining their first licenses. Further, the average teacher-architect was registered in 1.75 states, and this equalled exactly the average for all architects.

The report sums up the teacher-architects' qualifications to render professional services as follows:

"Thus, from the standpoint of length and type of professional experience and attainment of legal status as architects, it is fair to conclude that teachers as a group compare very favorably with the profession as a whole. The idea that architectural teachers barricade themselves within ivy-clad ivory towers is therefore proved contrary to fact. It would seem incontrovertible that the group brings to its teaching an amount of direct practical experience which is fully adequate to ensure its relevance to the needs of undergraduate professional education."

Now, granting that this conclusion might remove from teacher-architects application of the old adage, "only the incompetent teach," here in Michigan we are inclined to exceed standards implied by flattering generalizations and national averages. In Michigan we are as generously blessed with competent teacher-architects as we are with architects, and I can say this with the support of a survey of the qualifications of my colleagues at The University of Michigan. This survey did not earn the support of the Carnegie Corporation, nor does it warrant a title as impressive as "The Architect at Mid-Century, Evolution and Achievement." It might appropriately be described as "A Do-It-Yourself Survey, Made with the Help of Your Secretary" of course. At any rate, these are the results:

Of the 29 teacher-architect members of our faculty listed in the current catalog, 72.4% are licensed compared to 47.5% reported in the A.I.A. survey; 80.9% passed written examinations in obtaining their first licenses against 51% reported for both architects and teachers in the A.I.A. survey. Further, average registration is in 1.85 states as opposed to 1.75 states for both architects and teachers nationally.

I think all this indicates that the teacher-architects at The University of Michigan are not without competence in practical works, and that they are eminently qualified to undertake their primary responsibility for seeing that suitable candidates are professionally educated for the practice of architecture. I think we can all take increased pride in our profession because of their accomplishments. I know I am proud of my teacher-architect colleagues. I think you have reason to be, too.



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Detroit Chapter October Meeting

Seldom, if ever, has there been a meeting of the Detroit Chapter, A.I.A. with more attractions than those planned for the October Annual Meeting at SHOWCASE, INC., 136 Brownell Street, in Birmingham.

To begin with, there will be a complimentary cocktail party, beginning at 6:00 P.M., in Showcase's new Blueprint Hall. During the cocktail hour and dinner, there will be organ music, three architectural exhibits sponsored by the Chapter—Residential, Schools, and "100 Years of Michigan Architecture"—and, of course, Showcase's permanent exhibition of the latest building materials, equipment and products. They are beautifully designed, most interesting and instructive.

A caterer will serve the cocktails and dinner, and we promise they will be the best.

Following dinner, Chapter officers will be elected. This is not an "off year," as present officers have served two terms, and, according to custom, new Chapter officers and one director will be elected. Also officers to serve on the Board of the Michigan Society of Architects, and delegates to the Great Lakes Regional Conference will be elected.

While tellers are tabulating the ballots, there will be entertainment.

The Village Woman's Club of Birmingham will present a one-act play, "How to Build a Building," based on their experiences with Smith, Tarapata & MacMahon, Architects, of Birmingham.

There will be no reading of reports. They were published in the September issue of the Bulletin and it is hoped that members will read them and feel free to comment on them from the floor.

This will be the happy occasion of awarding the Chapter's Gold Medal and Honorary Membership—both pleasant surprises.

The Board of Directors of the Michigan Society of Architects will meet at Showcase, beginning with a luncheon at 12:00 M., and this will be their annual joint meeting with members of the Detroit Chapter, for dinner. The Chapter Board will also meet at the same place, beginning at 4:00 P.M.

The spacious reception area at Showcase is an ideal place to meet. The new Blueprint Hall opens off this area at far right. On the north wall is the heroic mural depicted on the cover of this issue. James W. Conn, A.I.A. was architect for remodeling.



Parking conditions in the area will be excellent, as can be seen by the diagram on the dinner reservation cards, thanks to the Birmingham Police Department, and its Chief, Ralph W. Moxley.

We are proud of this opportunity to recognize our many members in Oakland County. This occasion is especially in their honor.

Come and bring your ladies and friends. There will be many features to interest them, including door prizes.

September Meeting

Detroit Chapter, American Institute of Architects heard Charles A. Blessing, A.I.A., Detroit's Director of City Planning, speak about his recent visit to West Germany as a member of a team of architects and city planners, who were guests of the West German Republic. Mr. Blessing also included in his address interesting facts about other places he visited, such as the Brussels World's Fair and other major fairs and fairgrounds of Europe.

This program, opening the Chapter's current season, was most delightful. There were 100 of Mr. Blessing's excellent sketches on exhibition, he showed 100 color slides, 100 members and guests came for dinner and scores afterwards.

Dr. Ferdinand Friedensburg, German Consul in Detroit, was a guest, and Chapter President Gerald Diehl called upon him to address Chapter members. Dr. Friedensburg was interesting in his relation of the strides his country has made toward recovery since the War—a truly remarkable record, and he said his country was grateful for the assistance received from the United States.

We were fortunate in having such a fine program, so well attended.

WXYZ-TV, Channel 7

Public interest, in a recent T.V. series, featuring the Michigan Society of Architects, has been responsible for an invitation to the Society to continue on the same program over WXYZ-TV, Channel 7, through December.

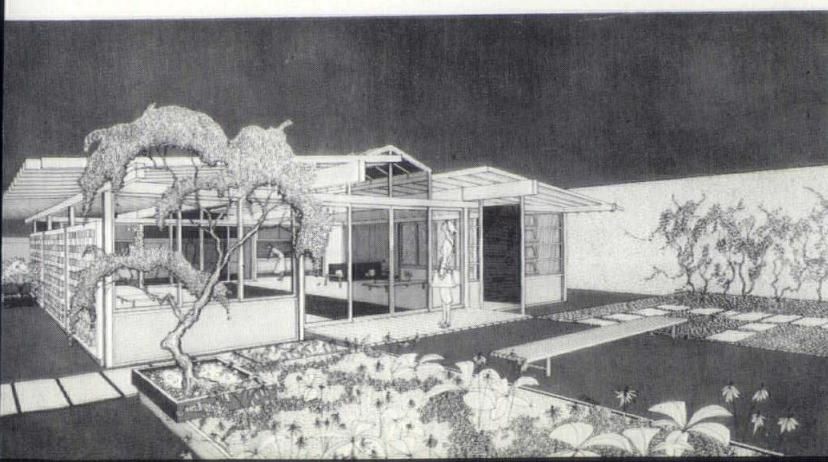
Joseph I. Cyr, A.I.A., of Dearborn, appeared on August 27, showing his award-winning house from a recent competition, Annual Homes for Better Living Program, sponsored by The American Institute of Architects. It is a three-level home built on a site with a 45 degree slope. Mr. Cyr explained the purpose and advantages of a core kitchen.

When Miss Jean Loach, program moderator, suggested that the average home buyer is afraid that an architect is an added expense, Mr. Cyr pointed out that this is a false impression. He related a case where he built a \$27,000 home recently that has been resold for \$45,000.

On the September 10th, show Robert Snyder, A.I.A., of Robert Snyder & Associates, Birmingham, impressed on the viewers that while architects are primarily interested in commercial and monumental designing, they are also deeply interested in giving the people better living by designing homes. He shocked viewers with a plan for a core house that would not exceed \$10,000 in its initial cost. Later, as a family grows and its income increases it can be developed into pretentious home.

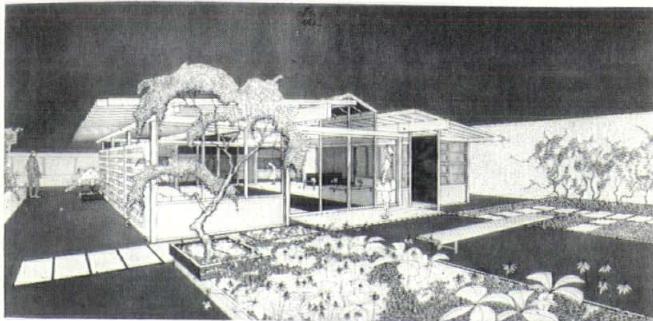
Civic centers, churches and buildings that would interest the average viewer will be featured in most of the remaining shows. If you are interested in participating will you please call your Administrative Secretary, Arleen Montford, Woodward 1-6700.

**On the following pages
are examples of work of
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New Blueprint Hall, designed by Begrow & Brown, Architects, of Birmingham; scene of the complimentary cocktail party.

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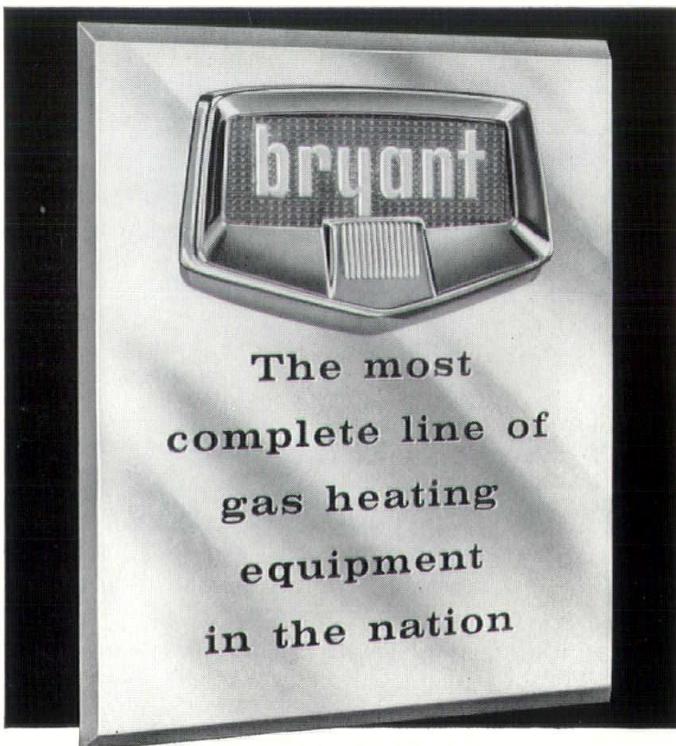
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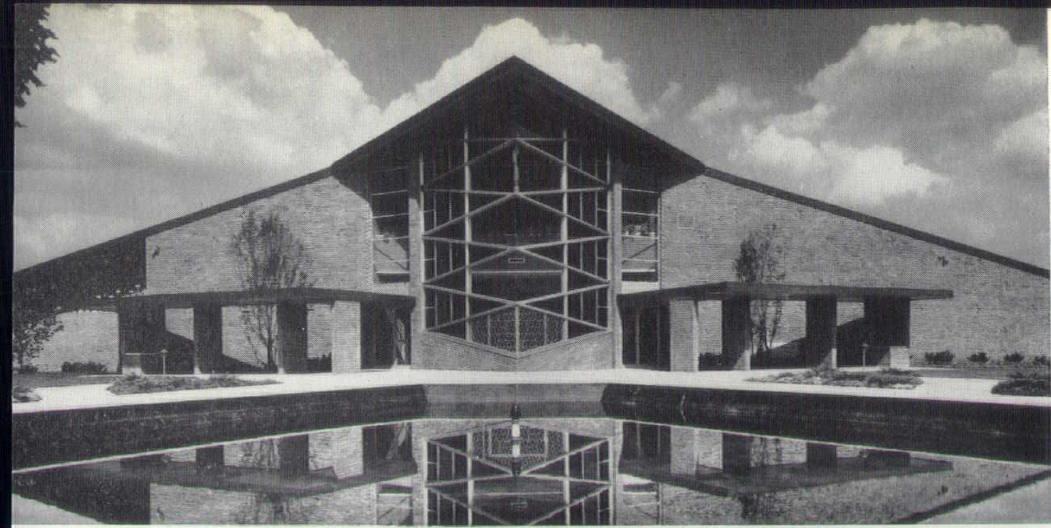


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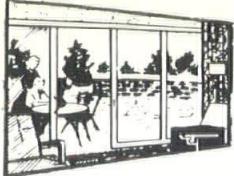


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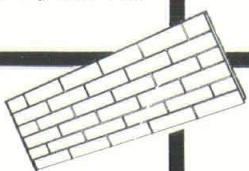
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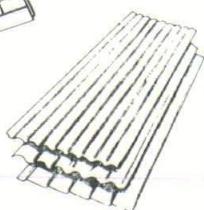
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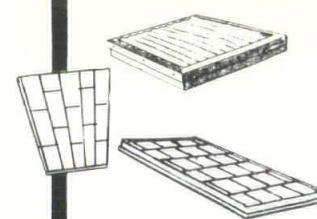
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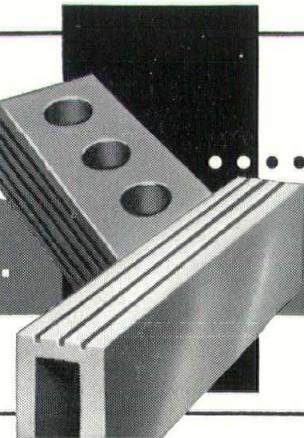
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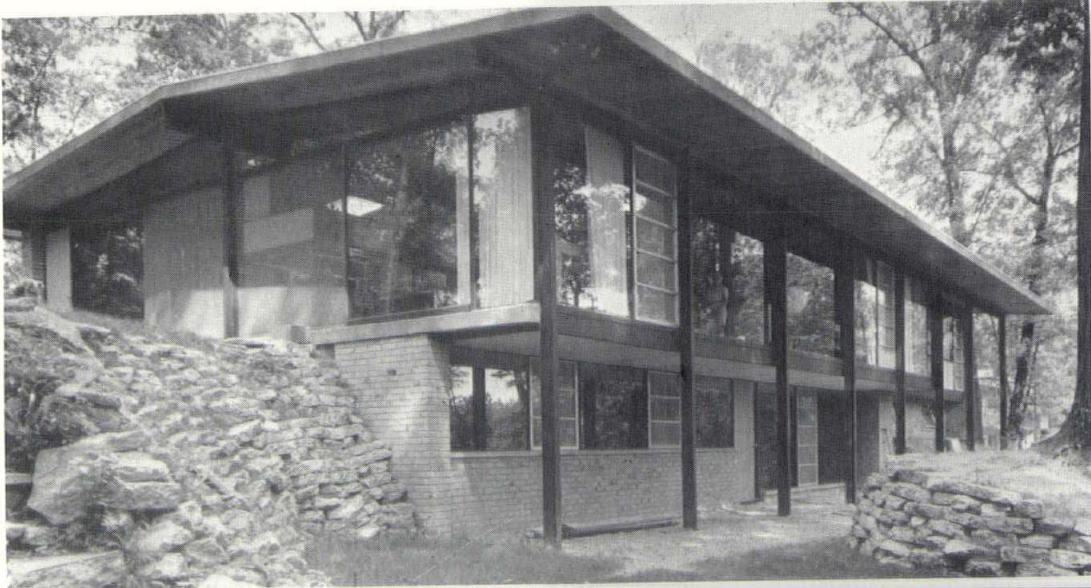
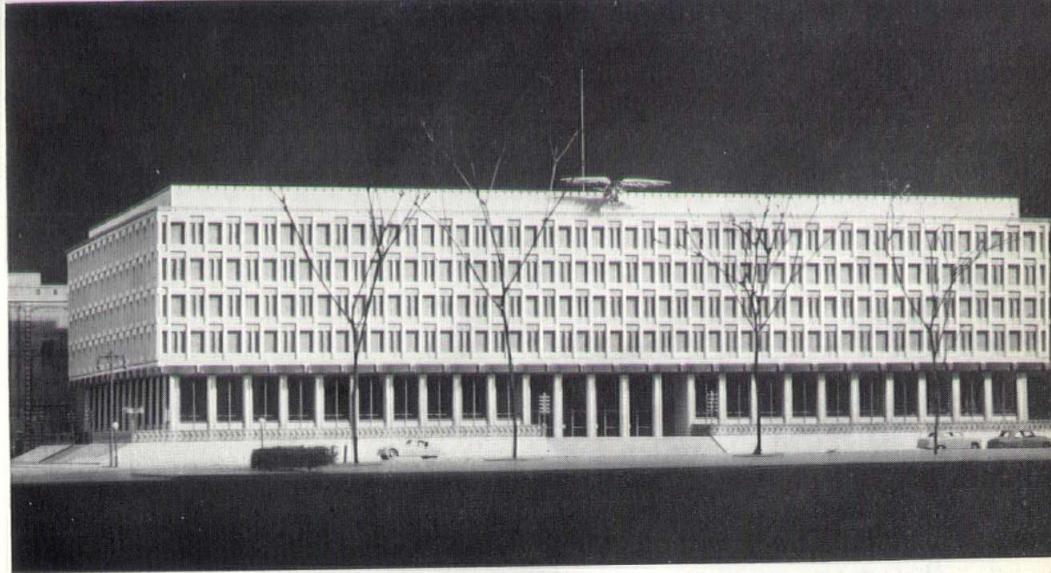
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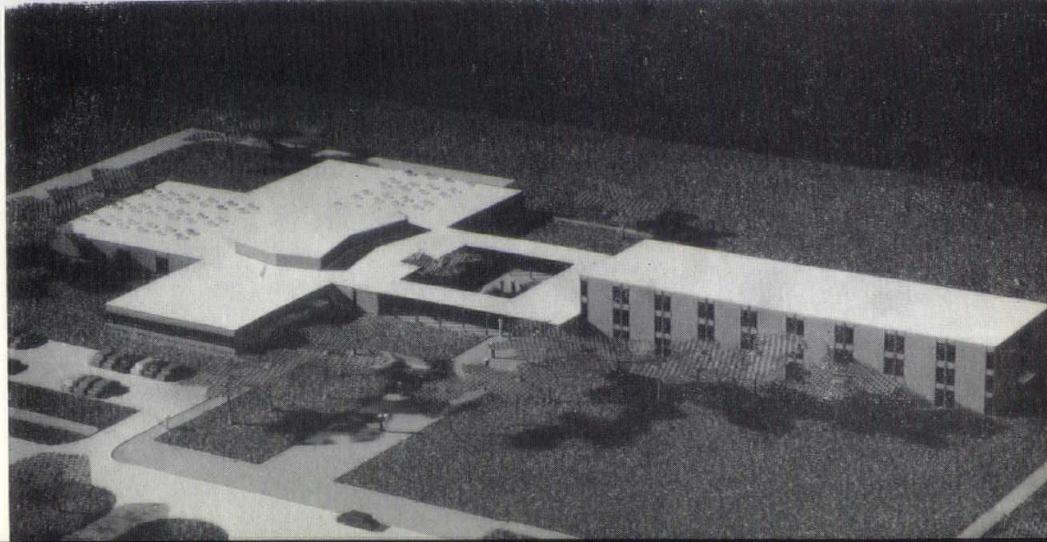
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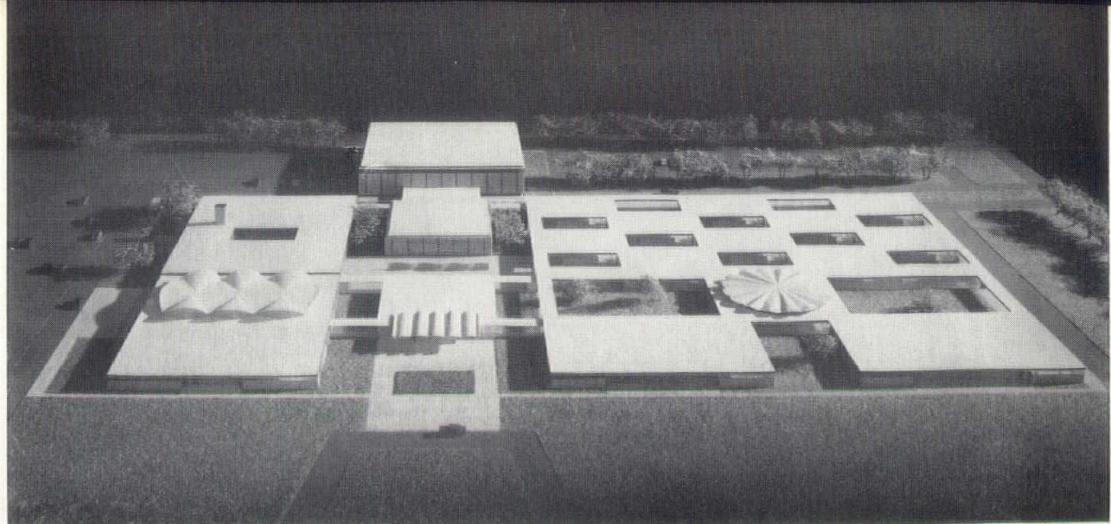
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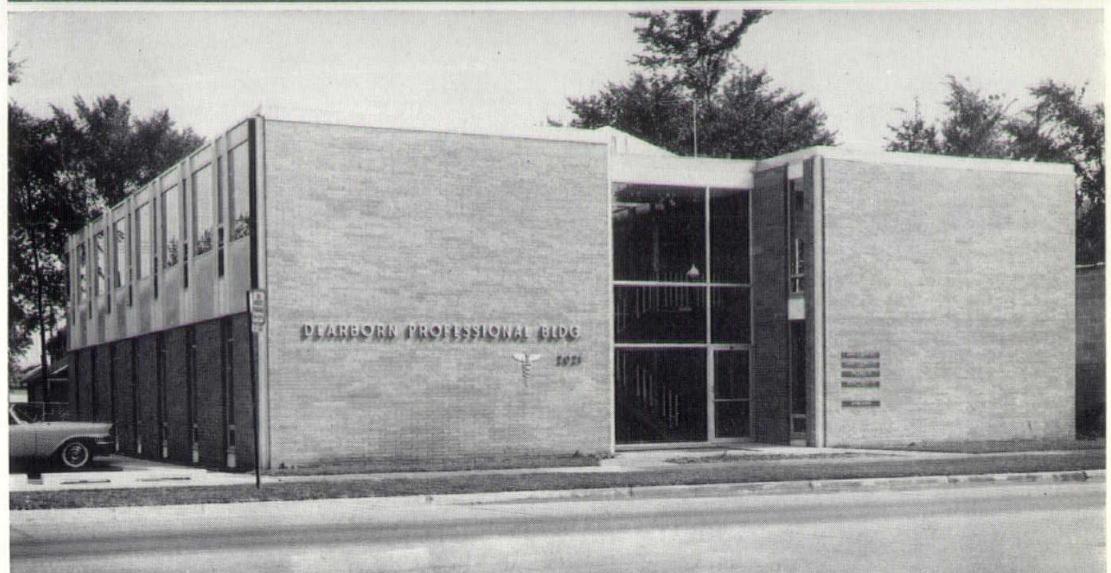
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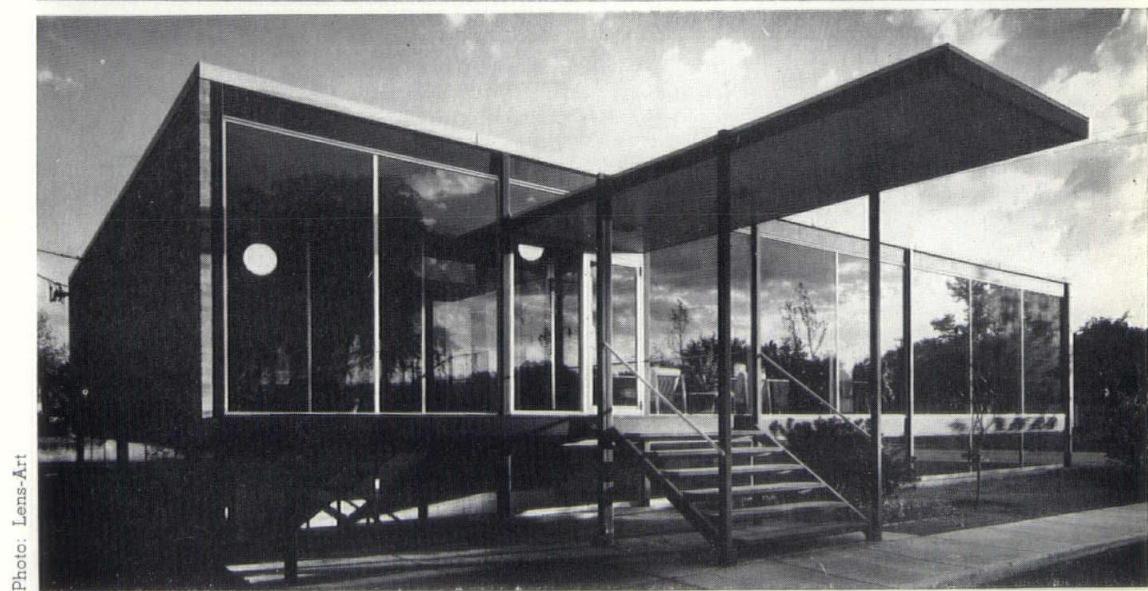
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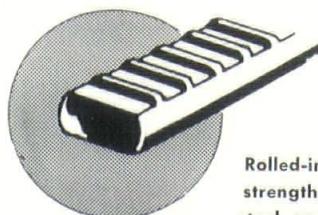
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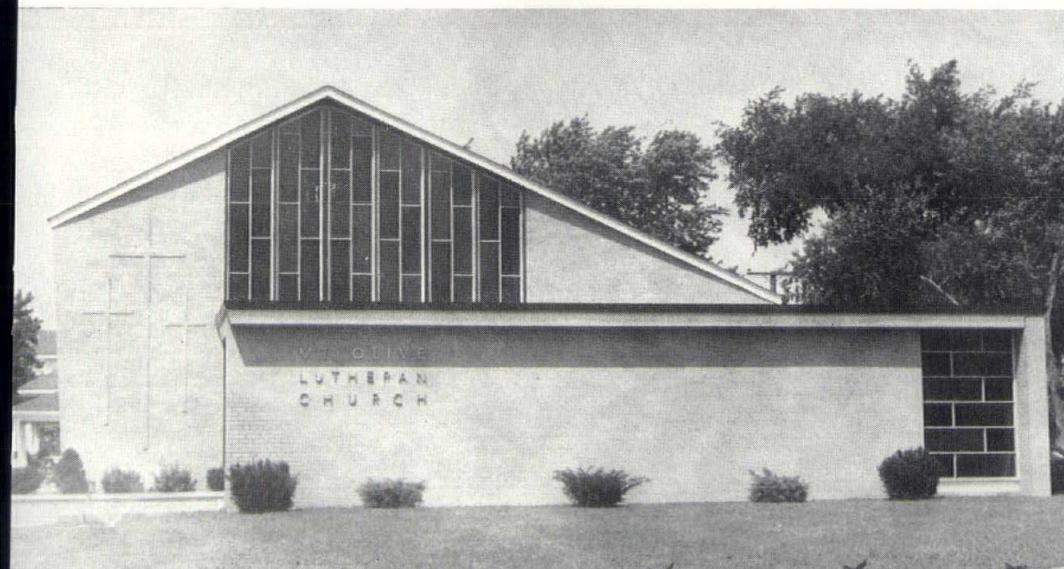
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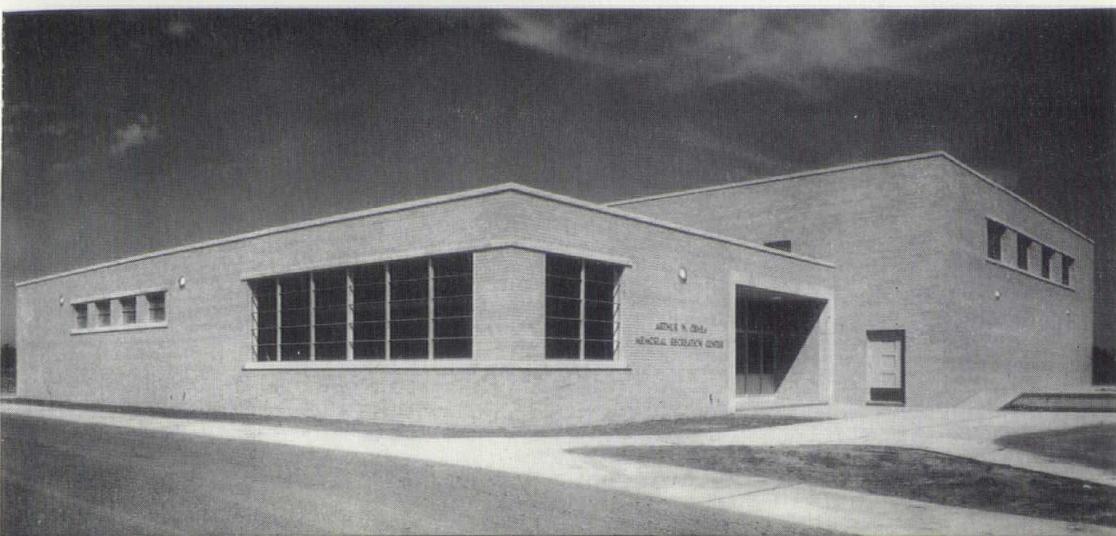
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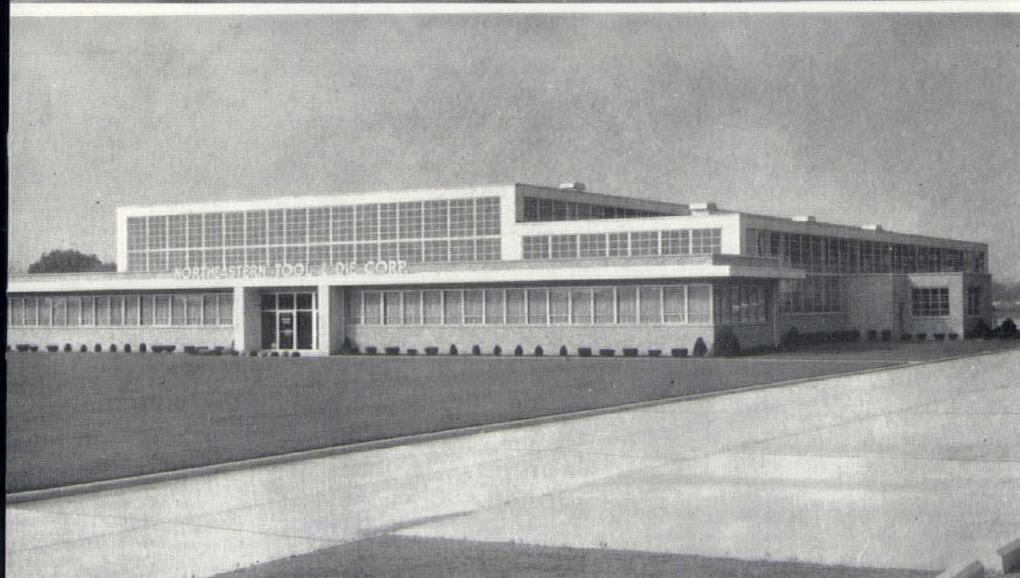
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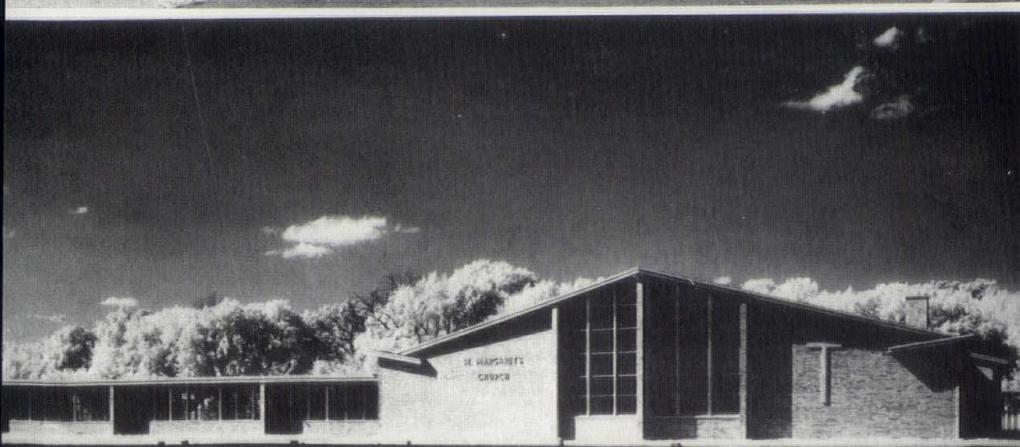
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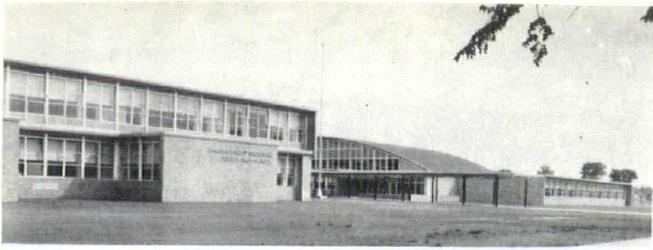
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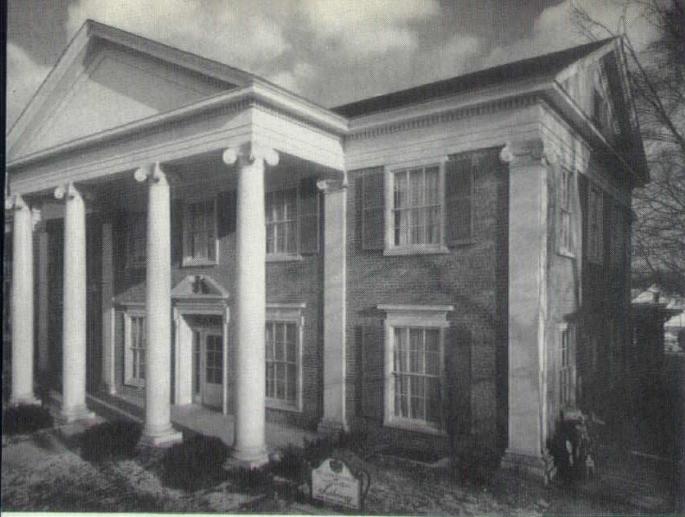
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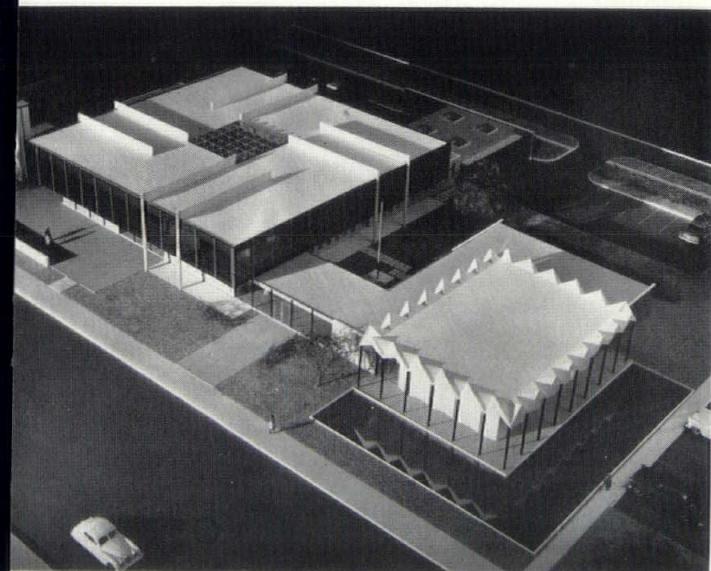


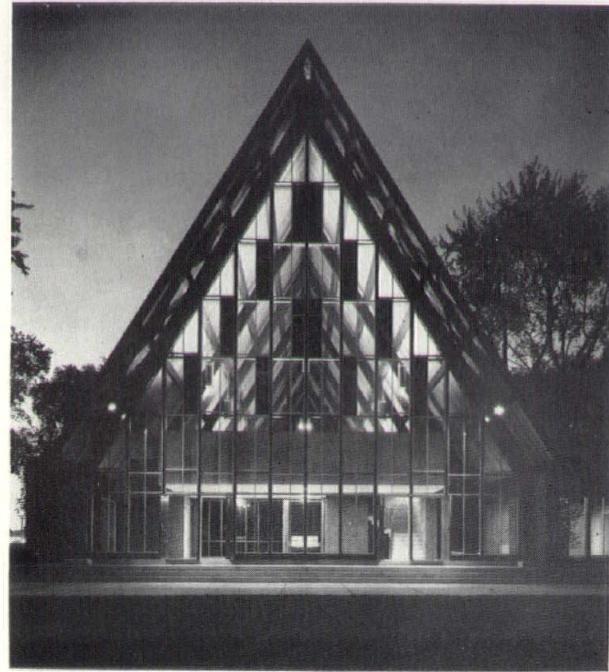
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(Left) FERNDALE CITY HALL AND POLICE STATION

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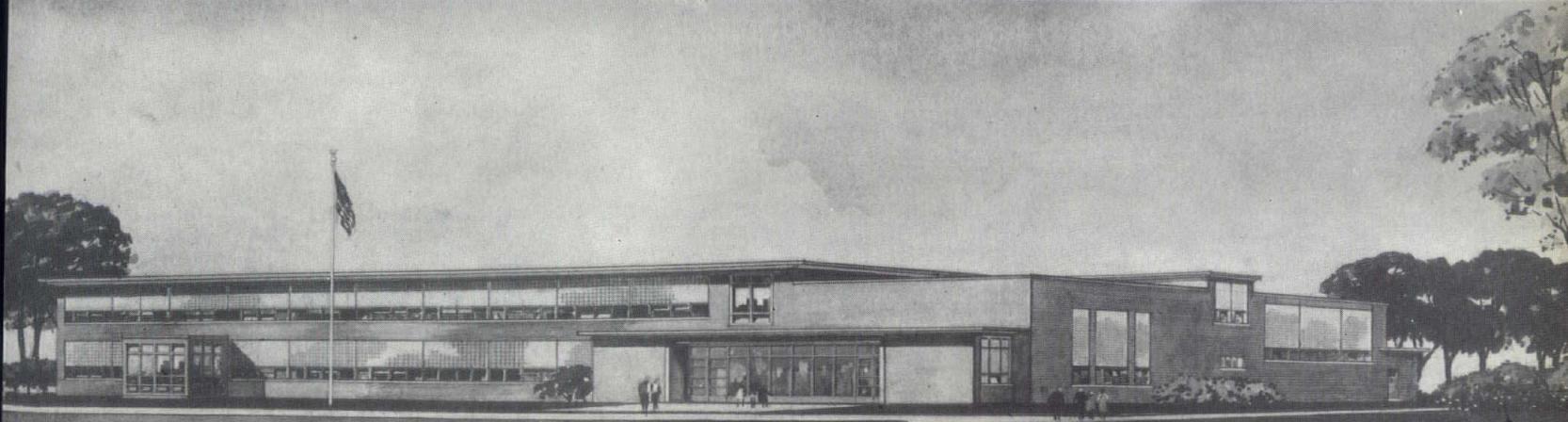
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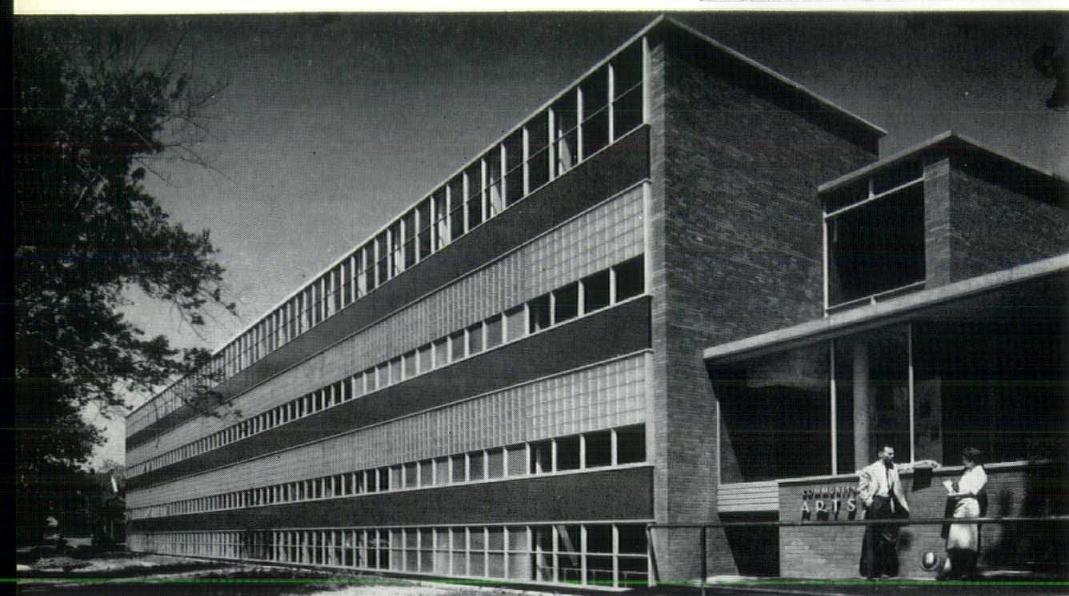


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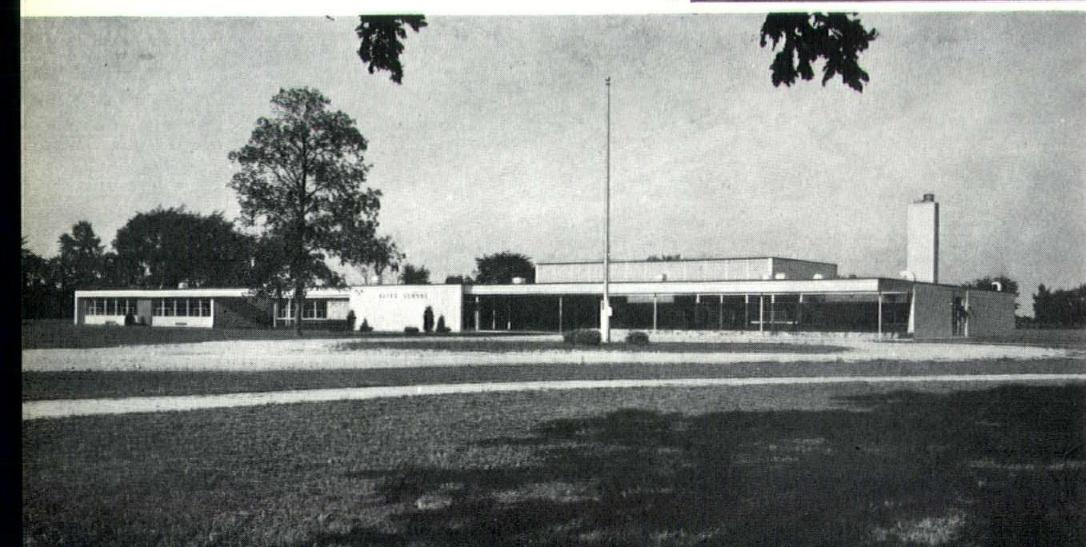
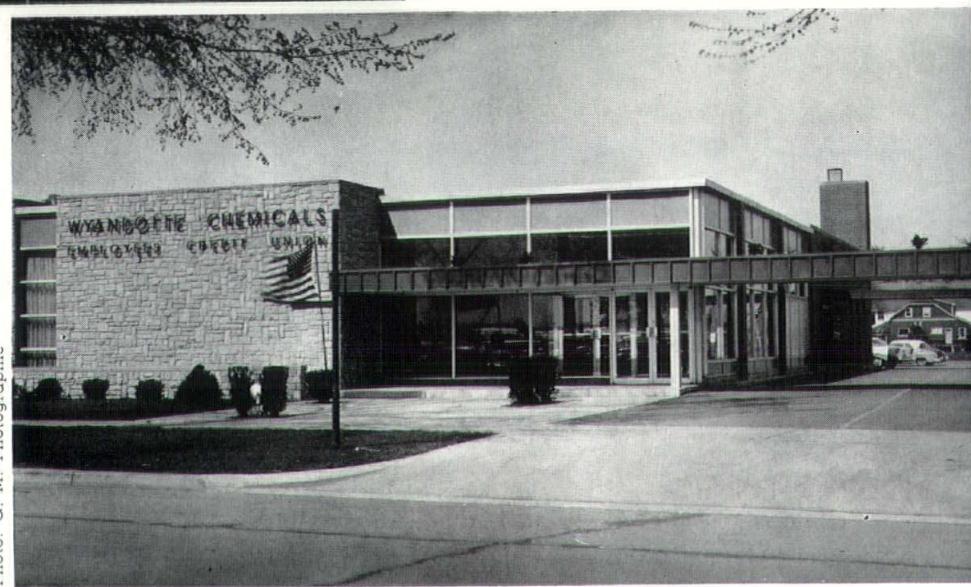
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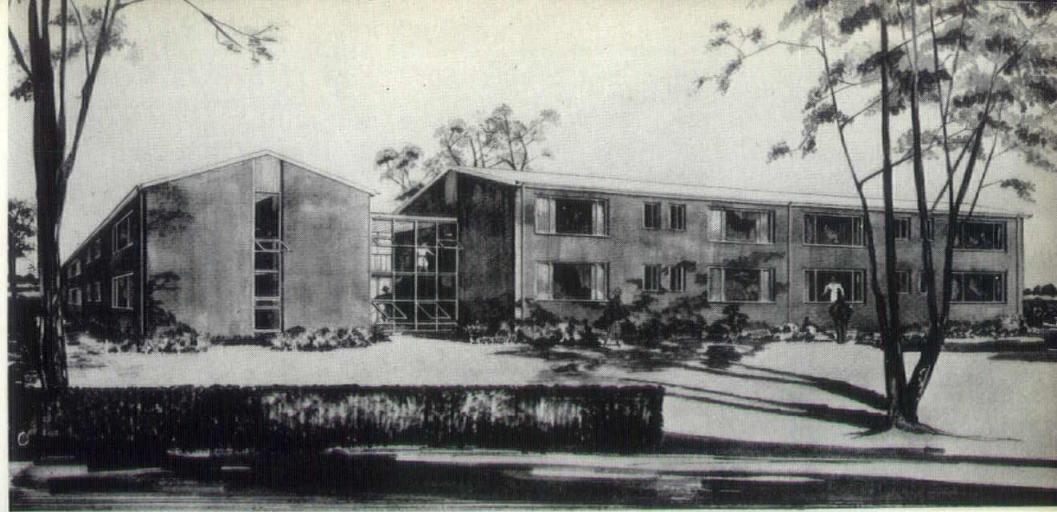
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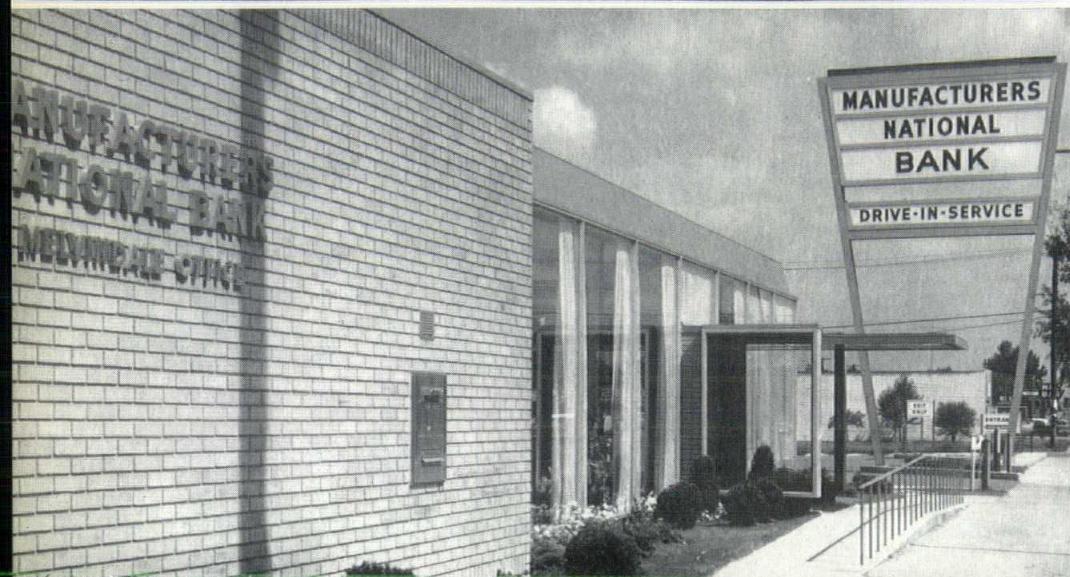


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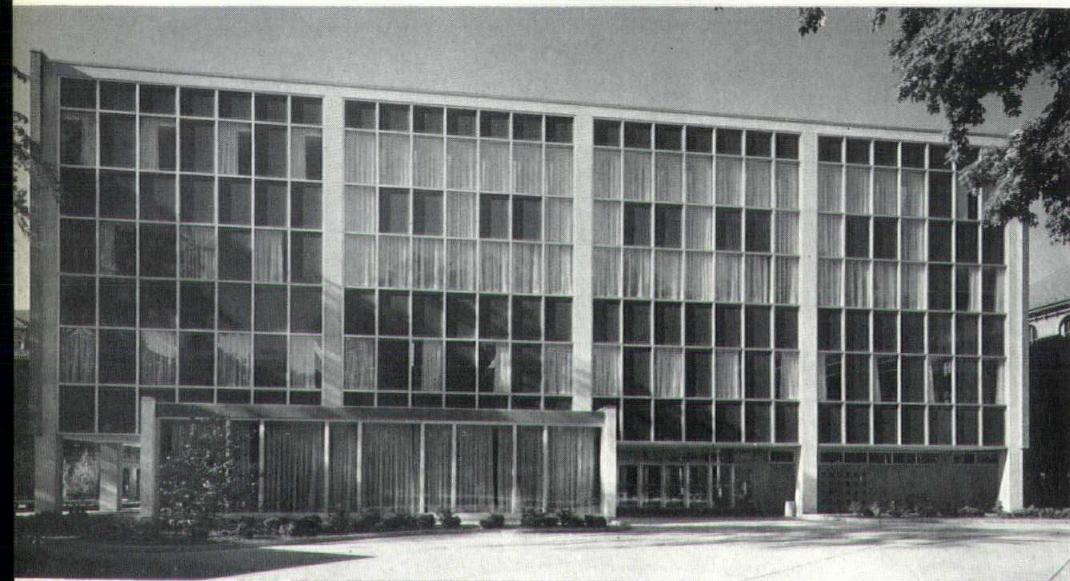
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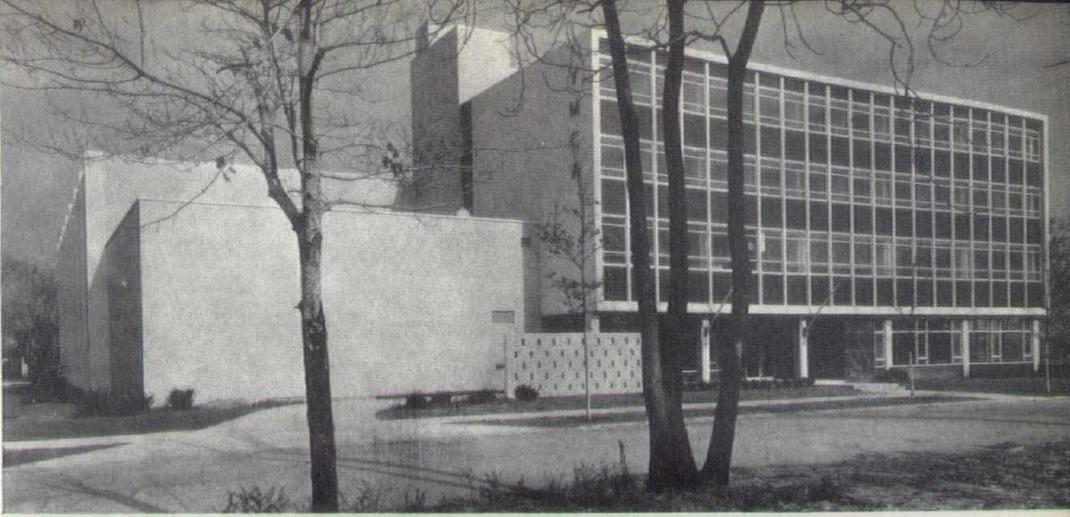
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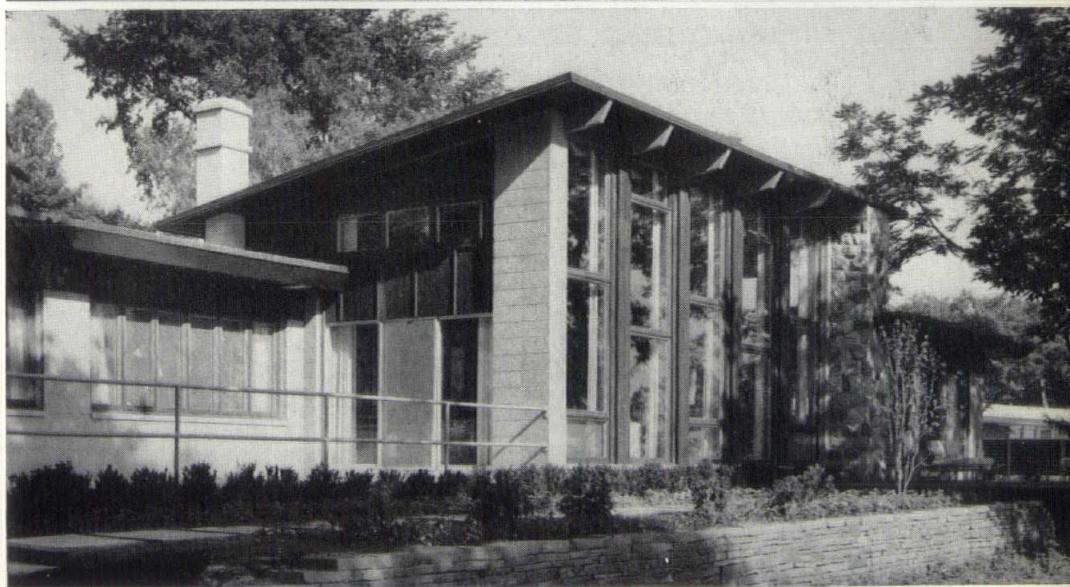


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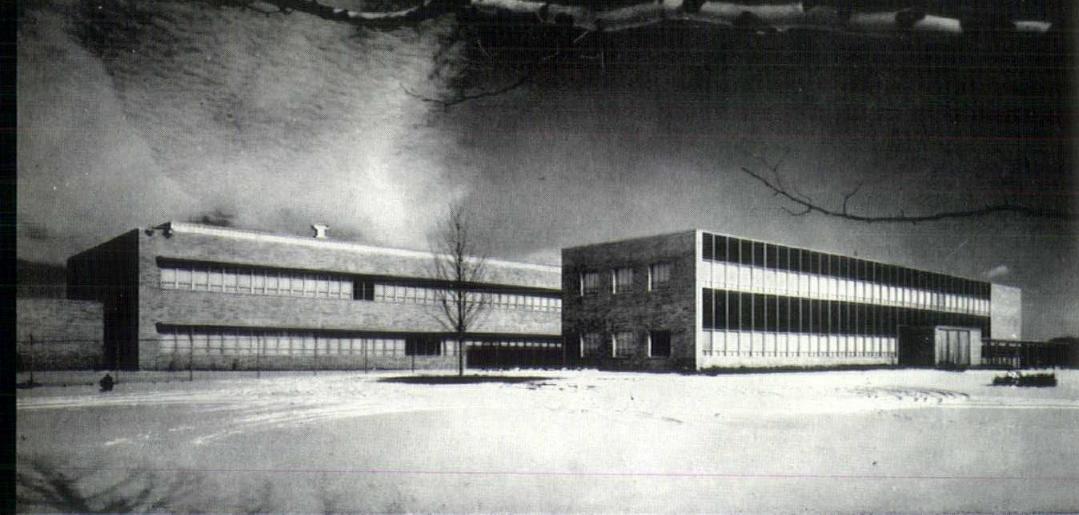
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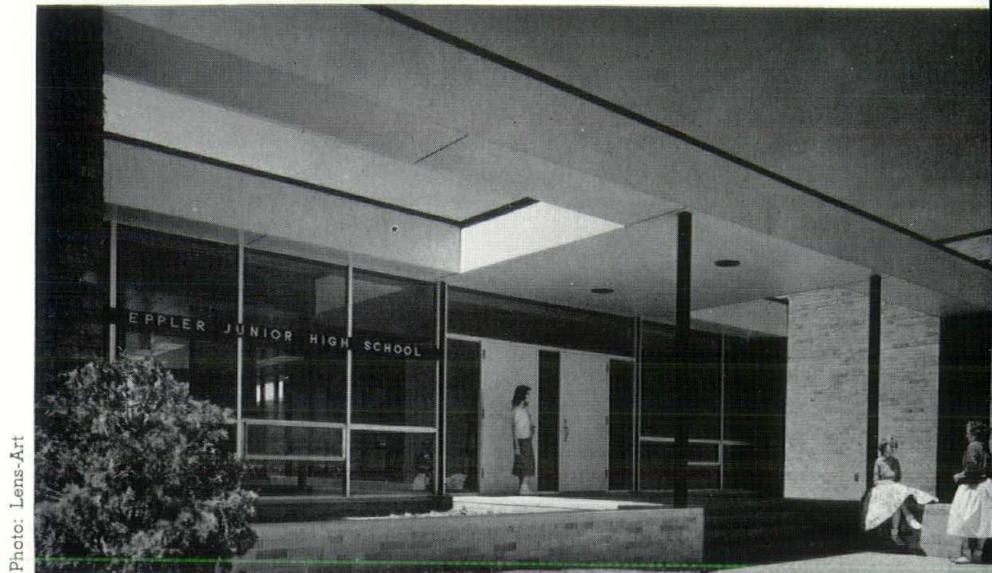
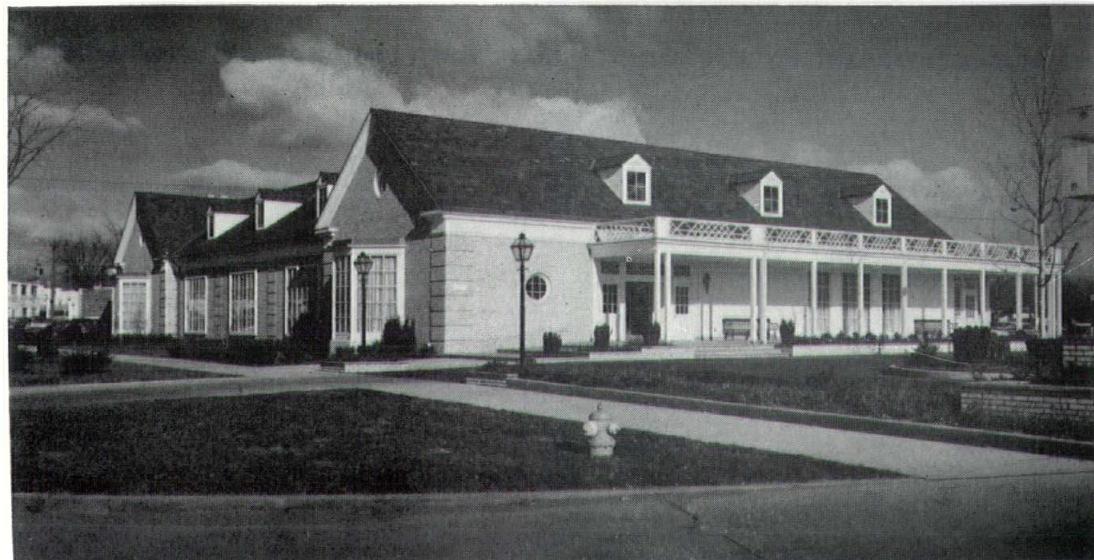


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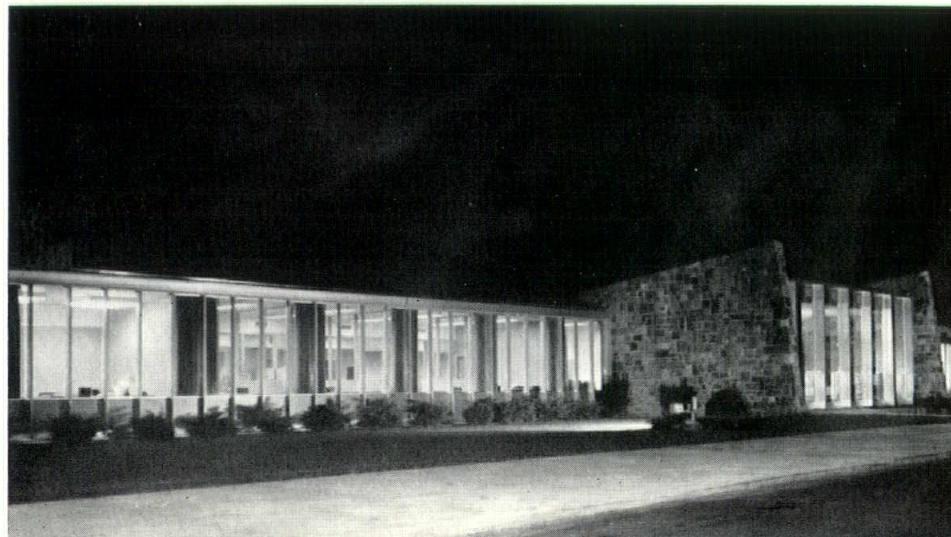
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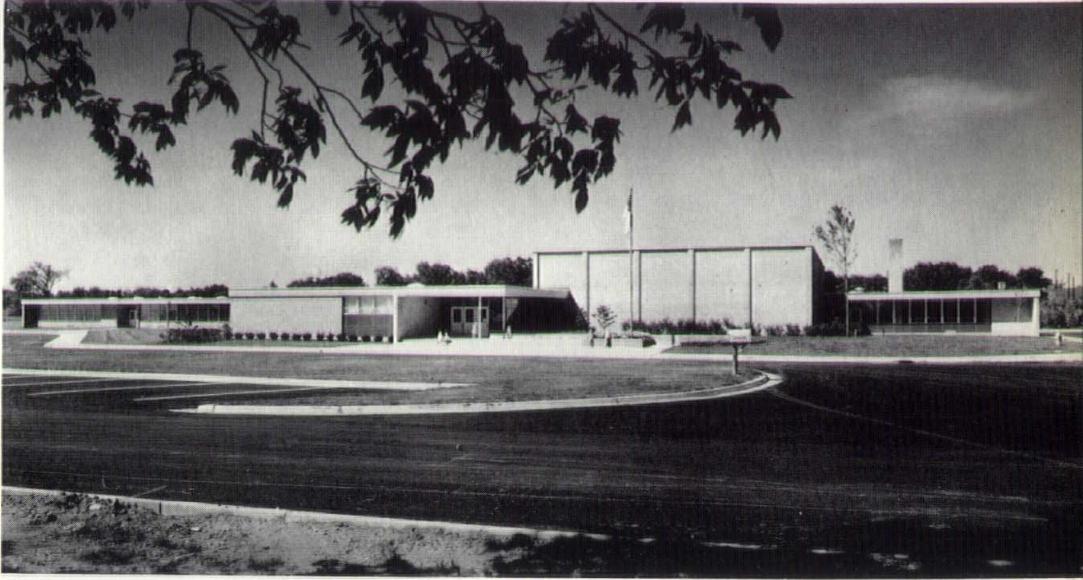




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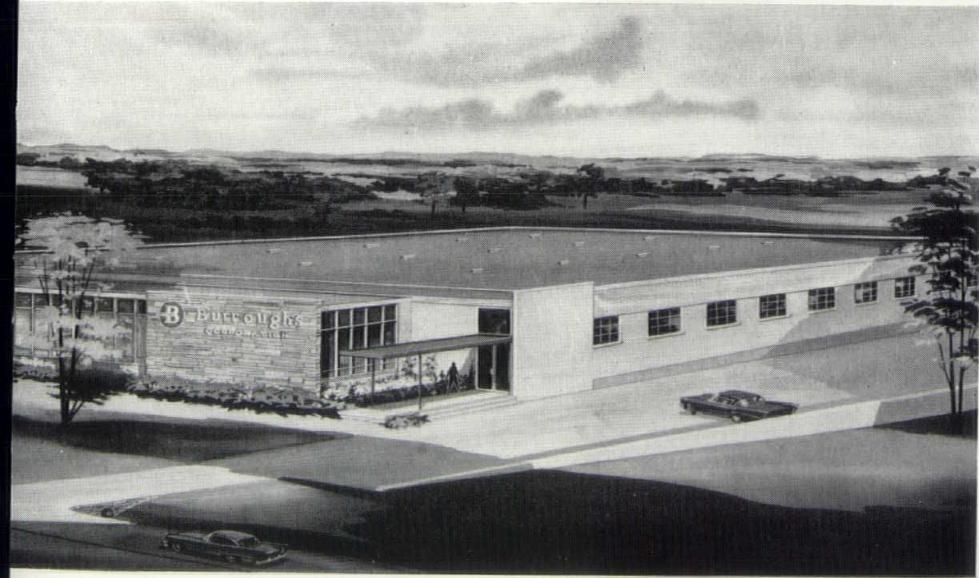


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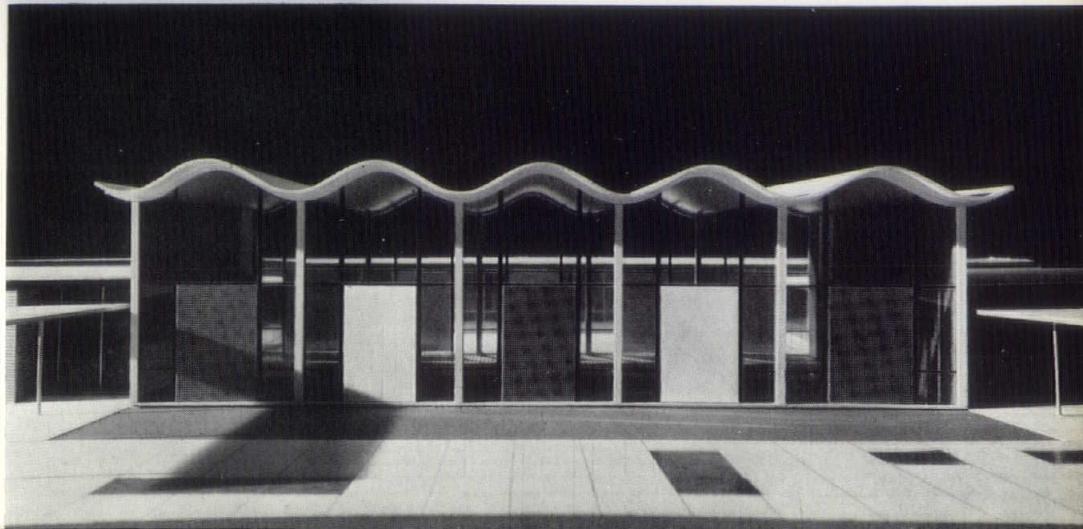
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WAL

Women's Architectural League

Color, form and rhythm were in evidence at the opening program of The Women's Architectural League's current season, at the Women's City Club in Detroit, September 16.

Design of the various luncheon courses reflected the architectural bent of WAL members. What started out to be just plain food ended up by becoming also "creations."

Fruit-cocktails that looked more like nose-gays, and an exciting door prize launched the event.

A miniature rosebud (later worn in milady's lapel) topped each member's fruit-cocktail which consisted of grapefruit segments designed to look like petals on a flower. In the center of the "creation" was a cluster of white grapes topped with the bud.

After the main course, dessert competed with the first course in color and appeal. It was a tempting parfait with rose petals lining the glasses.

Each member was given a clever, tiny hobo stick tied with a small square of red bandana cloth, filled with nuts. Attached was a number for the door prize drawing.

Mrs. Gustave Muth was winner of the prize, a vinyl fabric door, donated by Modernfold Door Sales Company.

Mrs. Russell Wentworth, wife of the company's president, was a guest of the ladies, and she assisted Mrs. Lavern J. Nelsen, the League's president, in the drawing.

Mrs. Augusto Bini, an accomplished pianist, entertained with two selections by Chopin, his Prelude in E Minor and Waltz in C Sharp Minor. She followed these with a Spanish carnival theme, La Comparsa, by Lecuona and The Little White Donkey (Le Petit Annblanc, by Ibert).

Movies of several of the past meetings were shown by Mrs. James B. Morrison and Mrs. Nelsen. They included the Dance Party, May '57; Auction, May '58, and the Mackinac Island Conference, August '58.

Mrs. Nelsen reported the season's program to the members. It promises to be an exciting year.

New Program

Each meeting will start with Luncheon at 12:30, Women's City Club, with the exception of the November 18th Musical, the March Convention and the May Party. The Program Chairman will notify members of possible changes, and give more complete information concerning the following events.

OCTOBER 21, 1958—Tour of the Mosaic Tile Company.

NOVEMBER 18, 1958—Speaker, Christopher Dean, "Around the World With Care"—(film)

DECEMBER 9—Tuesday Musical Club, Detroit Institute of Arts, Songs and Christmas Exchange after Luncheon.

JANUARY 20—T. F. McClure, "Sculpture in Relation to Architecture."

FEBRUARY 17—Katherine Hiller, Remodeling and Decorating (films).

MARCH 11-12-13—MSA 45th Annual Convention.

APRIL 21—Tea and Election of Officers, Charm School—Patricia Stevens.

MAY 19—May Party with husbands invited.



LEFT TO RIGHT: Mrs. Allen Agree, Mrs. William Odell, Mrs. Joseph French and Mrs. Talmage Hughes compliment Mrs. Augusto Bini on her recital

ALL SMILES—Mrs. Gustave Muth (left) is awarded the "Door" Prize by Mrs. LaVern Nelsen. Ladies seated (foreground) from left to right: Mrs. Bini, Mrs. Amedeo Leone, Mrs. H. E. Bankes, Mrs. Joseph W. Leinweber



MAYBE WE'LL WIN THE NEXT TIME—Left to right: Mrs. Frederick Fuger, Mrs. James Morrison, Mrs. Bankes, Mrs. Carl Scheuffler, Mrs. Carlisle Wilson, Mrs. Edwin Noth, Mrs. John Niles and Mrs. Robert Svoboda



W. A. L. Membership Book

The membership roster is being revised. Do we have your correct address and telephone number?

Call Mrs. Carl Scheuffler, if there are any changes, at TU. 1-0344.

MSA, AIA Roster of Sustaining Members

Firms recognized "for their adherence to the principles of practice and ideals of service of the profession of architecture and for their special contributions toward the advancement of these principles and ideals."

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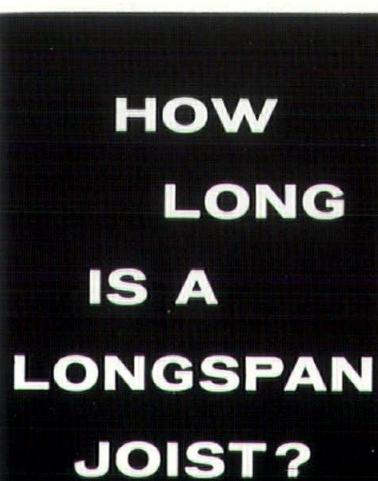
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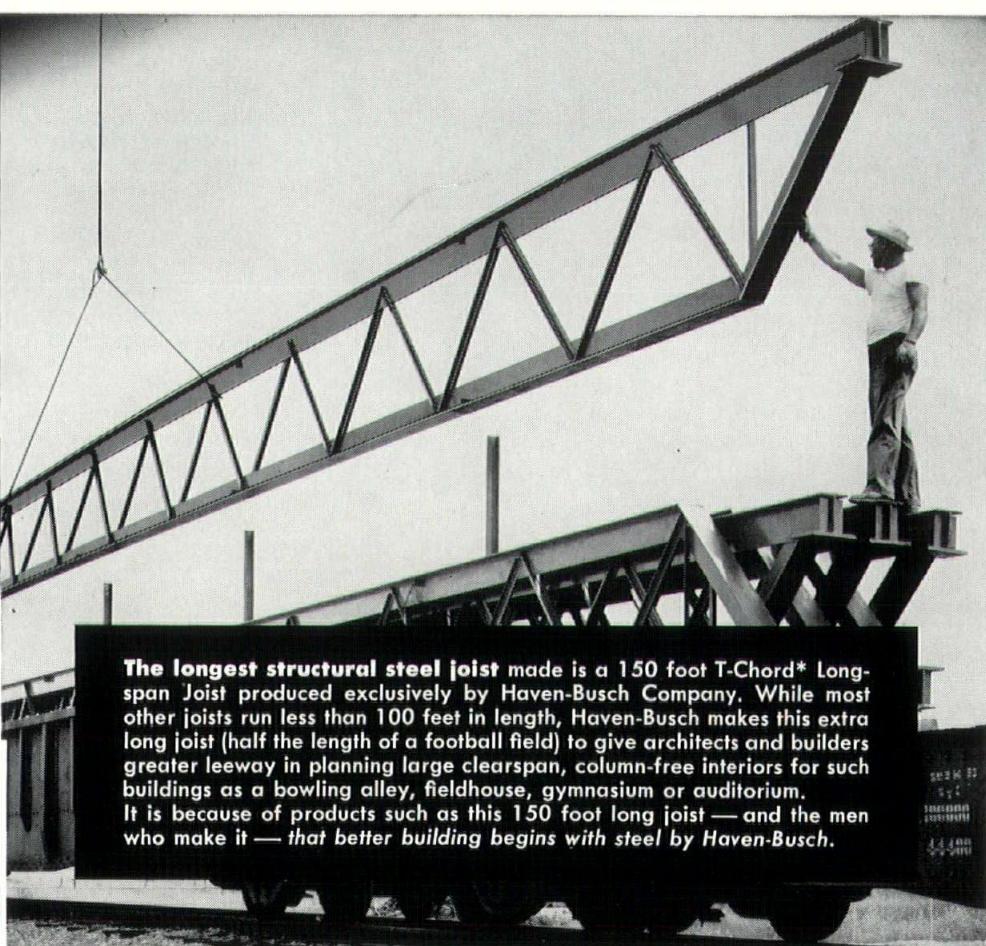
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*T.M. Reg.



The longest structural steel joist made is a 150 foot T-Chord® Longspan Joist produced exclusively by Haven-Busch Company. While most other joists run less than 100 feet in length, Haven-Busch makes this extra long joist (half the length of a football field) to give architects and builders greater leeway in planning large clearspan, column-free interiors for such buildings as a bowling alley, fieldhouse, gymnasium or auditorium. It is because of products such as this 150 foot long joist — and the men who make it — that better building begins with steel by Haven-Busch.

MSA Schedule of Recommended Minimum Fees

THIS SCHEDULE OF RECOMMENDED MINIMUM FEES FOR ARCHITECTS in Michigan has been approved by the three chapters of The American Institute of Architects in Michigan and ratified by the Michigan Society of Architects.

It is subject to variation with each project, depending upon its complexity and nature. In instances wherein projects do not clearly fall within the categories mentioned they are subject to special consideration. No such schedule can be all-inclusive, therefore, judgement is required in determining the appropriate category and its corresponding fee.

The chart indicates projects costing from \$100,000 (.1 million) to \$3,000,000. Projects costing more than \$3,000,000 are indicated in the table.

Methods of making payments to the architects—for schematics, preliminaries, working drawings and specifications, and for supervision—are to be in accordance with the Standard Form of Contract between Owner and Architect.

Alterations bear a higher rate, because of the additional work involved on the part of the architect. This schedule applies only when all construction work is let under a single contract. If certain portions are let under separate contracts, the architect is entitled to additional remuneration.

Types of Buildings:

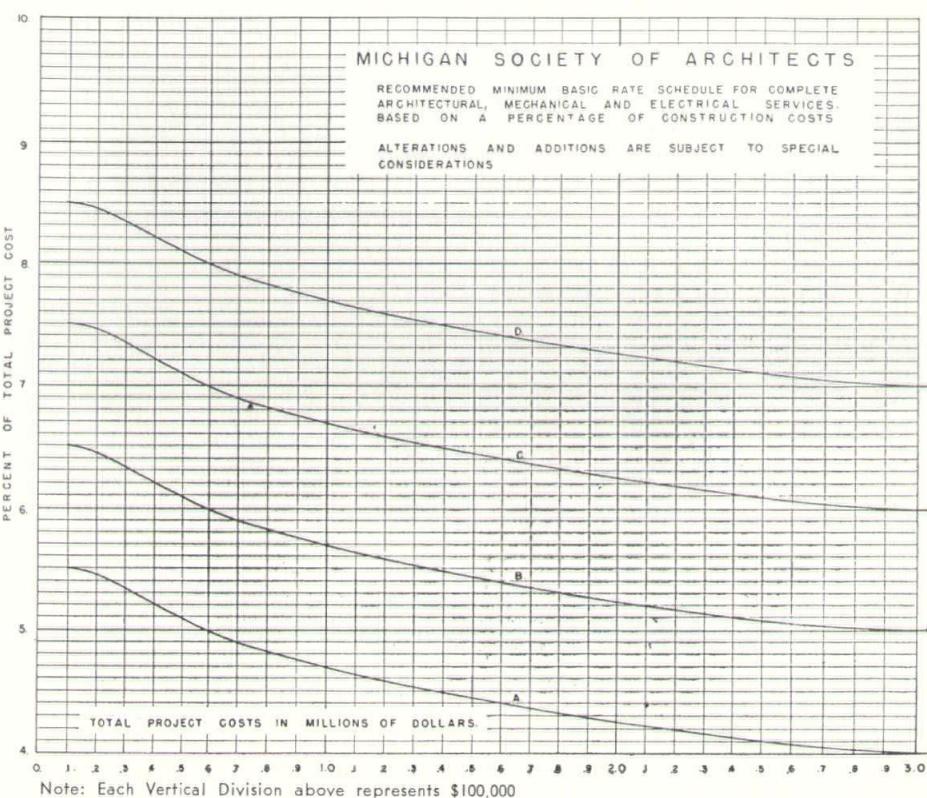
Type A: Warehouses, storage garages, maintenance buildings, barns and other similar structures containing a minimum of simple interior finish, mechanical and electrical work.

Type B: Housing, apartments, college buildings (except as provided hereafter under C), schools, dormitories, detention or custodial buildings, recreation buildings, hotels, theatres, auditoriums, libraries, food service buildings, laundries, offices of administrative buildings; buildings for manufacturing and processing; armories and other structures having a similar amount of interior finish and mechanical or electrical work.

Type C: Hospitals, health clinics, power plants, laboratories; buildings for research, the teaching of medicine, dentistry, veterinary medicine, chemistry or other sciences requiring a comparatively large amount of scientific equipment, and other equally complex structures with a comparable amount of mechanical and electrical work.

Type D: Churches

Type E: Residences



Schedule of Recommended Minimum Fees

CONSTRUCTION COST	A	B	C	D	E
100,000	5.5	6.5	7.5	8.5	10
200,000	5.45	6.45	7.45	8.45	
300,000	5.325	6.325	7.325	8.325	
400,000	5.2	6.2	7.2	8.2	
500,000	5.075	6.075	7.075	8.075	
750,000	4.85	5.85	6.85	7.85	
1,000,000	4.7	5.7	6.7	7.7	
1,250,000	4.575	5.575	6.575	7.575	
1,500,000	4.45	5.45	6.45	7.45	
1,750,000	4.35	5.35	6.35	7.35	
2,000,000	4.25	5.25	6.25	7.25	
2,250,000	4.16	5.16	6.16	7.16	
2,500,000	4.10	5.10	6.10	7.10	
2,750,000	4.03	5.03	6.03	7.03	
3,000,000	4.00	5.00	6.00	7.00	
4,000,000	3.8	4.8	5.8	6.8	
5,000,000	3.7	4.7	5.7	6.7	
6,000,000	3.65	4.65	5.65	6.65	
7,000,000	3.6	4.6	5.6	6.6	
8,000,000	3.55	4.55	5.55	6.55	
9,000,000	3.50	4.50	5.50	6.50	

OTHER METHODS OF DETERMINING FEES

1. **FIXED FEE:** The architect is reimbursed the total of his direct expenses and an appropriate amount of overhead plus either an agreed percentage of these total production costs or an agreed fixed sum for the architect's services (usually not less than 25% of the applicable percentage rate as determined by the "Schedule of Recommended Minimum Fees.")
2. **PAYROLL BASIS:** The charge is the actual payroll of the architect's employees engaged on the project plus a percentage of the payroll cost for overhead and profit. This percentage normally is between 100% and 150%.
3. **LUMP SUM:** The fee is a sum not subject to change because of variations in cost. This form is equitable only when both the extent of the project and scope of services can be definitely established.
4. **PER DIEM RATE:** Charges for consultations, opinions, and reports may vary from \$50.00 per day upward, travel time included. Travel costs and other similar expenses are proper additional charges.

WHAT THE NEW STATE FEE RATE IMPLIES

By Adrian N. Langius, F.A.I.A., Director, Building Division, Department of Administration, State of Michigan.

On August 4, 1958, the State Administrative Board accepted the recommendation of its Building Committee and put into effect a new fee rate for professional, architectural and engineering services to be used by the Department of Administration for State work. The new fee rate varies inversely with project costs and is determined for each project on the basis of a logarithmic formula $25/\log(P/20)$, wherein "P" represents the total cost of construction.

Examples: 6.76% for \$100,000; 5.70% for \$500,000; 5.34% for \$1,000,000; 4.64% for \$5,000,000; 4.39% for \$10,000,000.

Members of the Building Committee of the State Administrative Board, who recommended the changes of fees and contracts are Auditor General, Frank S. Szymanski; Attorney General, Paul L. Adams; State Treasurer, Sanford A. Brown; Superintendent of Public Instruction; Lynn M. Bartlett, and State Highway Commissioner, John C. Mackie.

The formula works out to substantially the same as the Schedule of Recommended minimum Fees adopted by the Michigan Society of Architects.

It should be understood that the action of the Board involved more than a mere change in rates. There is a new contract upon which the new rate was determined. The new contract contains a new concept of professional services and payments therefore. The new concept is based upon the principle that every project which reaches completion progresses through 3 stages: 1) PROGRAM, 2) PLANNING and 3) CONSTRUCTION. Each stage can be well defined and requires a distinct kind of professional service and each succeeding stage is dependent on the preceding one.

The justification for the new contract became apparent to the Building Division of the Department of Administration after studying the recommendations of the architectural profession and the contracts used by the General Services Administration of the Federal Government and the administrative agencies of nine states comparable to Michigan in population, income and governmental expenditure. The nine states were California, Indiana, Illinois, Minnesota, New York, Ohio, Pennsylvania, Texas and Wisconsin.

It is of interest to note that each governmental agency uses a contract that suits its particular needs and that none of them provides for all the services required during the 3 different stages. Every agency, however, recognizes the existence of and the need for full services, but for certain reasons parts of these services are performed by either

the governmental agency itself, or by separate contracts with the architects or engineers, on a lump sum, cost plus or per diem basis. This particular point is frequently overlooked in studies on comparative fee rates. While the Building Division intends no criticism of any agency performing any part or all of the professional services for a project on whatever basis it chooses, there appeared to be many deficiencies and inconsistencies in the definition and cost of the services as well as the responsibilities concerned therewith. The new State contract recognizes and defines in detail all the professional services required in the three stages and sets forth the percentage of the fee which will be paid upon completion of the services stipulated in each stage of the project. In addition, it contains provisions which enables the State to make adjustments in the extent of the professional services and the amount of the fee to be paid the architect or engineer so that payments will be made consistent with the services performed and so that expenditures will conform with legislative, administrative or other restrictions.

Editor's Note: Mr. Langius' explanation here includes a statement concerning the three stages described in the new contract—Program, Planning and Construction.

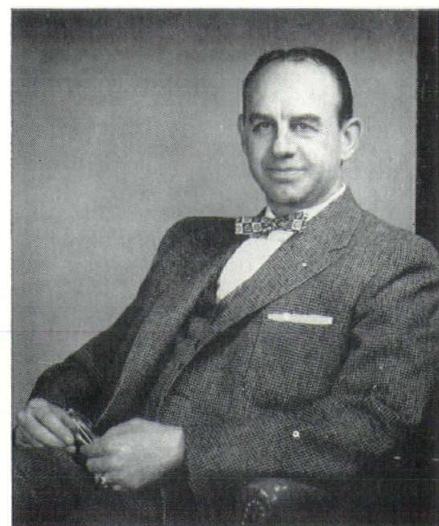
5% of the amount of the fee will be paid for the professional services performed in the preliminary stage.

70% of the amount of the fee will be paid for the professional services performed in this stage of which 20% is for the preliminary phase and 50% is for the final phase.

25% of the amount of the fee will be paid for the professional services performed in this stage of which 15% is for the office phase and 10% for the field phase.

The contract stipulates further that the number of hours required of the architect or engineer at the site during the field phase of the CONSTRUCTION STAGE will be calculated on the basis of the formula, Hours equals $F/100$, wherein F is the total amount of the fee for professional services. This formula establishes without question, the hours that must be spent at the site. There is a provision to make adjustments in the amount of the fee if the project requires more or less hours.

The new contract makes certain revisions concerning payments for professional services not covered by percentile fee. Reimbursements for travel expenses and such other services logically cannot be included in the percentile fee because



ADRIAN N. LANGIUS, F.A.I.A.

their relationship to the construction cost is so variable.

While the new contract will be used by the Department of Administration for all projects the new fee rate will apply to only those projects of average character and complexity, i.e. administrative office buildings, apartments, armories, auditoriums, college buildings (except laboratories, buildings for research, the teaching of medicine, dentistry, veterinary medicine, chemistry or other sciences requiring a comparatively large amount of scientific equipment), detention or custodial buildings, dormitories, food service buildings, hotels, housing, laundries, libraries, manufacturing and processing buildings, recreation buildings, schools, theatres and other structures, facilities and services of similar character and complexity. About 80% of the State's projects fall within that category.

The fee rate for any projects not falling within the above which has either more than or less than average character and complexity, will be subject to special consideration by the Building Committee and State Administrative Board prior to the award of the contract for professional services.

The Building Division is of the opinion that the State Administrative Board action of August 4, 1958, made significant contribution to the architectural and engineering professions in Michigan and elsewhere. It is believed that the inquiries that resulted from the State's old uniform 5% fee rate and contract have been completely and satisfactorily resolved. In addition, there is now a better understanding on the part of officials of the State and officials of the profession concerning the problems of the other. Apparently there is now little or no room for the misgivings and misunderstandings which have arisen from time to time in the past with respect to professional services on the one hand, and legislation, appropriations and administration on the other.

A Visit to The Biddle House

Tis two months before Christmas,
And all through Biddle House,
Not a creature is stirring,
Except, maybe a mouse,
The hammers are hung by the chimney with care,
In hopes that "Gus" Langius soon will be there,
WITH SOME MONEY !!

Adrian N. "Gus" Langius, F.A.I.A., of Lansing, chairman of the Biddle House Restoration Committee, has been working tirelessly to make this project a success. Everybody agrees that it is a fine idea as they fold their wallets and silently steal away.

The completed Biddle House will be a Hall of Fame dedicated to the people by the entire building industry of Michigan.

"Why restore an old, desolate shack," you ask? Because we are sentimental, that's why! The completed cabin will be our contribution to sentiment and the past. It is in remembering the past that we learn how to plan for the future and, further, it is our answer to a frustrated world—that preservation is still stronger than annihilation.

It will stand as a monument to jog our memory into realizing of how hard our forefathers struggled to build a dominion for a people that was to be spoiled by progress, and to serve as a reminder to hold true to the ideals and traditions as we make gigantic strides in designing our future.

WHILE BUILDERS ARE DIGGING INTO THE RUINS, WONT YOU DIG INTO YOUR POCKETS . . . NOW.

Contributions may be sent to A. N. Langius, F.A.I.A., Chairman, Biddle House Restoration Committee, 120 Madison Ave., Detroit 26.

ESTIMATED BUDGET TO REACH GOAL:

Gold Star Firms	\$500
Large Firms	250
Medium Firms	100
Individuals	10-25

THE RESTORATION COMMITTEE WISHES TO THANK THOSE CONTRIBUTORS WHO SENT IN THEIR QUOTA AND TO URGE ALL THOSE WHO HAVE NOT CONTRIBUTED TO DO SO NOW.

The GOLD STAR contributors to date are:

ARCHITECT, Roger Allen, of Grand Rapids; GENERAL CONTRACTORS, Reigner Construction Co., of Lansing, and O. W. Burke Co., of Detroit; PRODUCERS, Whitcomb-Bauer Flooring, Inc., Detroit;

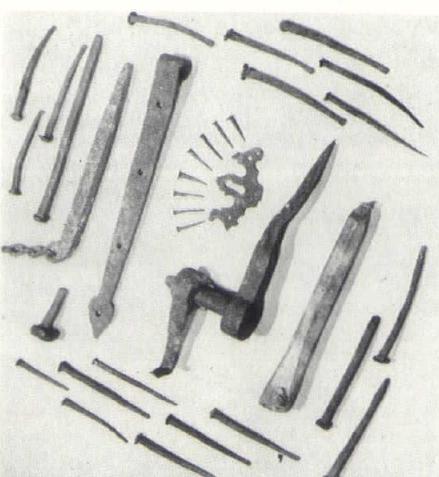
ELECTRICAL CONTRACTOR, Harlan Electric Co., Detroit; MECHANICAL CONTRACTOR, The Stanley Carter Co., of Detroit; PLUMBING & HEATING CONTRACTOR, Miller-Davis Co., Kalamazoo; ASSOCIATIONS, Producers' Council, Michigan Chapter, Detroit; Michigan Building Industry Banquet Committee, Detroit; Plumbing & Heating Industry of Detroit, and Detroit Electrical Contractors Association; GENERAL CONTRACTOR, Spence Brothers, Saginaw.



BIDDLE HOUSE YESTERDAY—The oldest house in Michigan struggling for survival, pleading for attention and haunted with the memories of the past.



BIDDLE HOUSE TODAY—Tremendous progress can be seen here. The old house is taking on a proud air again. THANKS to the many contributors, however, funds are needed to continue.



PRODUCT NEWS, 1791—(above) Hinge pot, nails, bolts, front door-bolt and wooden pin for beams, all taken from Biddle House.



READY FOR ACTION—(right) Piece by piece the old house was disassembled, the site readied for rebuilding. Each piece was labeled and will be returned to its original position wherever it is possible.

AIA

MICHIGAN ITEMS

SAMUEL P. HAVIS, A.I.A. has opened new offices at 13849 West Eight Mile Rd., Detroit 35. Telephone UN. 4-7004.

He received his education at the University of Michigan and has been employed in architectural offices in the Detroit area.

The American Institute of Architects Great Lakes Regional Conference will be held at the College of Architecture and Design in Ann Arbor April 24 and 25, 1959, it is announced by Frederick E. Wigen, president of the Michigan Society of Architects.

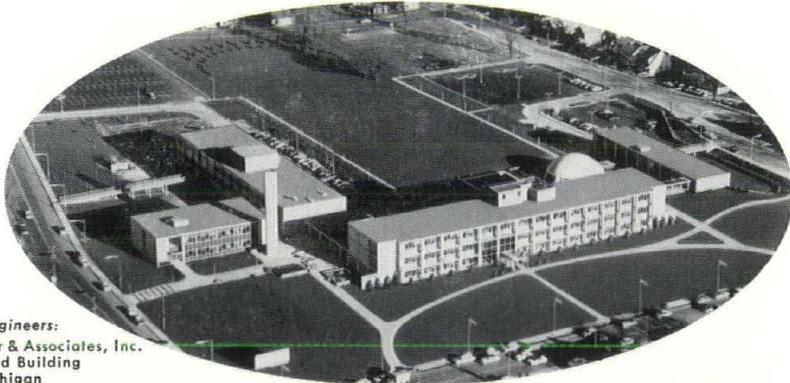
IRVIN D. FEIG, A.I.A., of 7777 W. Chicago Blvd., Detroit, has just returned from Fontainebleau, France, where he attended summer courses in architecture, under the patronage of the French Government.

Feig, who was educated at Wayne State University and Detroit Institute of technology, is now in his own practice. He had been employed by leading architectural offices in the Detroit area.

FOR SALE—Two large drafting tables, one steel and one wood filing cabinet for plans, T-squares, etc.—FRANK H. WRIGHT, A.I.A., 18160 Westhaven, Detroit 41, ELgin 6-2446

FOR SALE—Large drafting table, with drawers, also spirit duplicator. GORDON W. SHEILL, 902 Orchard Grove, Royal Oak, Lincoln 3-0233.

AT FLINT MUNICIPAL CENTER...



Architects
and Engineers:
H. E. Beyster & Associates, Inc.
700 Griswold Building
Detroit, Michigan

Cleanliness was Designed In
WITH A **SPENCER**
VACUSLOT® SYSTEM

Here's intelligent architectural planning *all the way*... planning that provided *in advance* for modern cleaning.

A built-in SPENCER Vacuslot System, with vacuum producer and dirt separator in the basement... piping to flush mounted floor valves throughout the building... makes possible:

FASTER CLEANING—Operator simply flips a switch, cleans dry mop thoroughly and quickly without touching dirt.

BETTER CLEANING—All dirt, dust and germs are carried away through the enclosed system... cannot recirculate into the air.

REDUCED MAINTENANCE COSTS—More floor area cleaned per man hour means smaller maintenance staff required.

AIDS TO ARCHITECTS
CATALOG 160—Spencer central vacuum cleaning systems.
BULLETIN 153C—Spencer Vacuslot system.
COLOR MOVIE—20 minute showing of systems in operation.



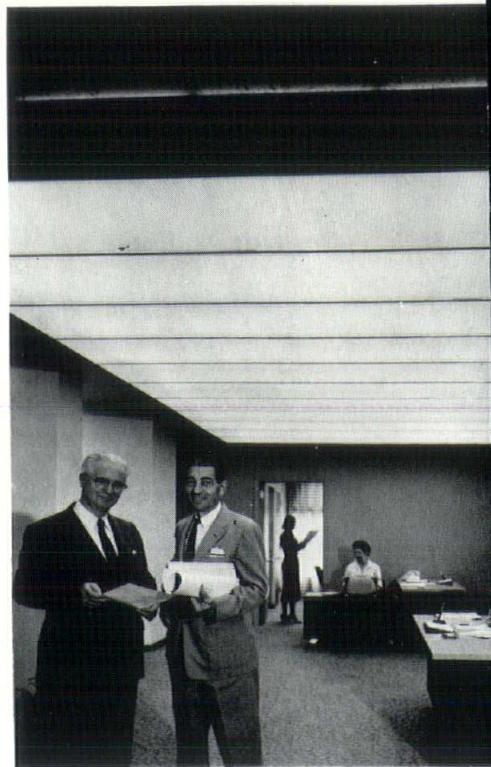
R. B. RICHARDSON

DISTRICT
REPRESENTATIVE

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Raymond F. Giffels and Louis Rossetti

GIFFELS & ROSSETTI, INC., ARCHITECTS AND ENGINEERS, have completed a \$750,000 remodeling project of the top four floors of the Marquette building in Detroit, to provide quarters for the firm's 750 employees.

Principals of the firm are Raymond F. Giffels, co-founder 33 years ago; Louis Rossetti, F.A.I.A., director of architecture; Edward X. Tuttle, A.I.A., director of development; Carl A. Giffels, director of engineering; Roy I. Jones, director of industrial engineering; Bertram Giffels, director of structural engineering, and William D. Rausch, director of production.

Raymond Giffels states that for the first time in more than a year the firm is beginning to add to its staff.

According to a recent national survey by Architectural Forum, the firm topped all others in the United States in total 1957 construction. Its \$250 million worth of construction was almost two-thirds greater than the next ranking firm, a New York company.

The firm's current projects in the Great Lakes area include the Detroit Convention Hall and Auditorium, terminal building and hangars at Detroit Metropolitan Airport, Detroit's new post office on Fort Street, a research engineering laboratory near Toledo, and a complete campus design facility for general offices, research laboratories and other structures for a large industrial concern near Cleveland. Several important projects for the U. S. Army Corps of Engineers, the U. S. Air Force, Michigan Bell Telephone Company, Providence Hospital, together with several schools and other institutional programs add to the work in progress for the middle west. Other current projects range throughout North America and as far east as Iraq.



**Detroit Architectural Golf League
Dinner and Costume Ball
October 25th, 1958
Birmingham Country Club**

DETROIT ARCHITECTURAL GOLF LEAGUE will hold its fifth Annual Dinner Dance, Saturday, October 25th at the Birmingham Country Club.

According to Ed Grabowski, Chairman of the Entertainment Committee, it will be a "Costume Ball" this year, although that form of dress will be optional. Cocktails will be served at 7 p.m. with dinner following. Dancing will be to the music of the Les Shaw Orchestra. There will be door prizes for the most beautiful costumes and for other attainments.

Those interested in attending the fabulous affair are urged to make their reservations early by calling Ed Grabowski at University 4-3542.

Below: Birmingham Country Club—Scene of Costume Ball



Al Scitler Photo

Among those interested in the ball are (from top down):

Mrs. Edward Theodore Samson

Mrs. S. Alexander Nurmi

Mrs. Charles Hutchins MacMahon, Jr.

Mrs. Charles William Andres

Mrs. Jack Keighley Monteith

THE PRODUCERS' COUNCIL, Inc.

NATIONAL ORGANIZATION OF BUILDING MATERIALS AND EQUIPMENT MANUFACTURERS

Official Publication, Michigan Chapter

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GLASS FOR CONSTRUCTION

by Charles W. Burrows — Libby, Owens, Ford Glass Co.

During the past few years many changes have developed in architecture and in the products which form this architecture. In this period, perhaps some of the basic characteristics of these materials have never been completely understood. To clarify somewhat the uses of one of these products, glass, in building construction the following is presented.

(1) *Glass for beauty and undistorted view (Plate Glass)* One recent change in architecture has been the use of larger glass sizes. In sizes up to 60 square feet, two types of clear, transparent glass are available—plate and sheet. The question then arises "Which should be used?" Unfortunately, many times the question resolves itself on the basis of thickness alone. Heavy Sheet (commonly called crystal) in 7/32" or 3/16" thicknesses will in many situations handle the strength requirements for normal wind loading conditions in the sizes approaching 60 square feet and consequently is specified in place of the thicker 1/4" plate. However, THICKNESS SHOULD NOT BE USED AS A COMPARISON BETWEEN PLATE AND SHEET. PLATE GLASS IS A SUPERIOR PRODUCT BECAUSE ITS SURFACES ARE MECHANICALLY GROUNDED AND POLISHED THUS REMOVING THE WAVES (STRESS LINES) CHARACTERISTIC IN ALL SHEET GLASS. PLATE GLASS THUS GIVES UNDISTORTED VISION THROUGH THE GLASS. Consequently, a better criterion, when choosing a transparent glass would be, "What should be achieved with this glass area?" If the answer is more than light transmission alone and includes vision through the glass and beauty of the glass itself and the objects it reflects, then it would be wise to use plate glass in even the smaller sizes.

(2) *Glass for heat exclusion (grey or blue-green heat absorbing glass)* Another recent change occurring in architecture has been the inclusion of summer cooling in many of our buildings. Consequently, the less the heat load the simpler the cooling problem. Therefore, the shading of the windows and/or heat absorbing glass will save on initial and maintenance costs of these air conditioning units needed for summer cooling. Based upon tests recently completed

by the American Society of Heating and Air Conditioning Engineers, **heat absorbing glass will reduce the solar heat load through the glass by about 40%**, and when heat absorbing glass is combined with ordinary glass in a double glazed unit, this load is reduced by over 50%.

(3) *Glass for strength (tempered)* With the use of these larger glass areas today the strength of the glass becomes important in many areas of the building. Misunderstanding exists between the comparative strengths of tempered, safety, and wire glass. Some believe that wire in glass, similar to reinforced concrete, adds strength to the glass. Others believe that safety glass is stronger because of its plastic interlayer. To clarify the misunderstanding which exists, the following chart is presented.

Type of Glass	Average Moduli of Rupture
1/4" Plate	6,000 psi
1/4" Wire	4,200 psi
1/4" Safety	3,480 psi
1/4" Tempered	30,000 psi

Therefore, when glass of additional strength is required, tempered glass should be used. The function of wire in wire glass and of plastic in safety glass is simply to hold the glass together in event of breakage.

(4) *Glass for transparent mirrors (Mirropane)* A further change to take place in recent architecture has been the use of greater areas of visual control. Transparent mirrors form an excellent tool for this control. However, **the belief that transparent mirrors, commonly called one-way glass, would be transparent when viewed from only one direction regardless of installation conditions is in error.** The results obtained with Mirropane are directly proportional to the degree of difference in illumination between the spaces which it separates. Ideally, the viewed side should have bright lighting while the viewing side should have dimmed lighting.

It is true that much information about products can be obtained from pamphlets. However, the experience in the practical uses of these products has to be found elsewhere. Where then can this experience be better found than from the people who are selling or using these products everyday.

CALENDAR OF COMING EVENTS:

Oct. 4—Dinner Business Meeting
Fort Shelby Hotel

Nov. —Tentatively United States
Plywood Corp.

Dec. 12—Christmas Party

1959

Jan. —Open

Feb. —Mechanical Trades Night

Mar. —A.I.A. Detroit Convention

Apr. —Open

May —Election of Officers Meeting

June —Annual Golf Outing

THE COUNCIL held its first dinner meeting of the fall season at Hotel Fort Shelby, Detroit, on September 9th. It was devoted to Council business and plans for the coming months.

Among those in attendance were Donald D. Burford, Al Hann, C. E. Thornton, R. J. Adam, D. S. Condon, Ed Parker, K. H. Potts, R. T. Spencer, Sam Burtman who celebrated his 61st birthday with flaming candle, cake and birthday song; M. M. Spencer, E. L. Hambleton, J. K. Bassett, Bill Snure, Joe Swetich, Ed Ballantyne, Mark Stebbins, Jr., Norman N. Stebbins, Richard A. Suminski, E. C. Baker, Charlie Mock, E. Burton Wolf, Ray E. Berger, William J. Oliver, A. Frater, Russ Wentworth, Ted Seemeyer, Eugene Hannum, G. Frederick Muller and C. W. Trambauer.

Products News

KING FENCE & SUPPLY COMPANY of Detroit has made available a new idea in industrial fencing. It is called Mini-Link, and it features various colors and color combinations that add eye-appeal to any office or plant.

Mini-Link protects as it beautifies, according to owner Sol Stone, because it contains links woven four times as close as standard chain link. This helps keep intruders out and plant safety in. In fact, Mini-Link has the strength equal to commercial 9-gauge wire.

Mini-Link is an electrolytic heavy galvanized wire of superior quality, covered with an exclusive process of rubberized vinyl plastic. It is resistant to rusting and corrosion from factory fumes, moisture and weather. This eliminates the costly maintenance problem with standard fencing.

Available in two sizes, the 48-inch Mini-Link comes in green, white, yellow, and combinations of green and white or blue and white. The 72-inch size is offered in green or white.

For fencing samples and further information on Mini-Link, write or call, King Fence, 15070 Schaefer, Detroit 27, phone VErmont 8-9484.



MORE FLEXIBILITY in structural designing and less time on the job are advantages the architect and builder now can derive from a new combination floor-ceiling system developed by the R. C. Mahon Co., Detroit.

The new system, which can be used in office buildings, either single floor or multi-story, schools, churches, plant office areas, supermarkets and other retail stores, provides as many as six dividends leading to lower construction costs and less maintenance headaches for the eventual owner.

It can be employed simultaneously to: Distribute air, contain recessed light fixtures, house a sprinkler system, provide electrical and telephone raceways in the structural subfloor, furnish acoustical control and maintain ceiling height

by eliminating extra space for conventional air-conditioning ducts.

According to Mahon engineers, the system revolves about the Cel-beam decking the company introduced recently, and which is adaptable to many variations, ranging from a simple roof ventilator to combination uses mentioned above.

The decking also can be used in remodeling structures where the use of bar joists and conventional duct work for air conditioning would cause a loss of head room; or in lining up floor levels of a new multi-story addition with those of an existing structure.

The system provides a neat looking installation and includes sound absorbing properties which eliminate noises usually found in air conditioning, heating and ventilating systems.

THE SEVILLE Apartment Hotel, Detroit, Michigan, recently placed the first order in the city for their newly-created parking lot base, using a Poz-O-Pac base produced by Ride Contracting, Inc. The 30,000 square-foot project was handled

by Volpe Excavating Company of Hazel Park.

According to Herman I. Radner, Seville owner, the \$35,000 parking area will accommodate over 150 cars for tenants of the hotel and attendants at Masonic

Temple activities. Formerly the site of five ramshackle rooming houses, the parking lot, when completed, will have a completely landscaped front on Second Boulevard, with modern mercury lighting. "We hope this starts an entire neighborhood improvement campaign for city betterment," Radner said.

A throng of 150 interested city and county officials, automotive and civil engineers, food chain operators, architects, contractors and builders witnessed the laying of this "new concept in modern base construction" which incorporates a plant mixture of pozzolan flyash, lime and an aggregate to form a concrete-like base resistant to freezing and thawing.

Ride Contracting, which brings Poz-O-Pac here from the East coast, recently opened offices at 13730 W. 8-Mile in Oak Park and a \$100,000 plant at 48393 W. 7-Mile in Northville. The base material is adaptable to roads and highways, airfields, parking areas, shopping centers, driveways, playgrounds and heavy construction floors, according to Russell C. Blackburn, General Manager.



THE DETROIT EDISON COMPANY announces a series of Lighting Workshop programs to be conducted by the Company this fall.

Each workshop will consist of a two-hour evening session from 7:00 to 9:00 P.M. The first session will be on October 15 and subsequent sessions will be held thereafter every Wednesday for seven consecutive weeks.

The program will be based on the new Westinghouse sound slide film training course, "Modern Illumination—Fundamentals, Techniques and Applications."

Requests for reservations to attend the series, and registration fee of \$5.00, should be sent to H. Eckert, Warren Service Center, The Detroit Edison Company, 2000 Second Avenue, Detroit 26, Mich.

THE FIRM OF WERBE, FIDLER AND LOW has been formed to engage in the practice of commercial Interior Planning and Design. They have established quarters at 800 Livernois, Ferndale, Michigan.

Raymond A. Werbe, formerly Executive Vice President of the C. A. Finsterwald Company is President. Ron Fidler, formerly an associate, and Director of Interiors for Victor Gruen is Director of Design. William C. Low, formerly a planner in the Victor Gruen organization is Chief Planner. Vernon Beitel formerly Sales Manager of C. A. Finsterwald Company is associated with the new firm in sales.

JOHN F. HAMILTON has recently been appointed Detroit District Manager for the Penn Metal Company, Inc., of Parkersburg, West Virginia, replacing the late William "Jack" E. Rose. Mr. Hamilton formerly represented the United States Gypsum Company, thirteen years in their Chicago Office and the past eight years covering their Detroit and Michigan area.

AMERICAN CONCRETE INSTITUTE will hold its Eleventh Regional Conference at Detroit's Statler Hilton Hotel October 27-29, 1958.

Monday and Tuesday, the 27th and 28th will be devoted to the presentation of technical papers, followed by open forums, discussion and debate.

On Wednesday, the 29th dedication ceremonies will be held at the Institute's new headquarters building at 22400 West Seven Mile Road, Detroit, designed by Yamasaki, Leinweber & Associates, Architects, of Birmingham.

PENN METAL COMPANY, INC. announces the appointment of Lloyd A. Knapp Buildings, 869 Telegraph Road, Monroe, Mich., as distributor for Penn Metal Lightsteel structural sections, for the Toledo and Detroit trading area.

The Knapp telephone number is CHerry 2-1277.



CIVIC LEADER ARMSTRONG HEADS TORCH DRIVE 7TH YEAR

JOHN W. ARMSTRONG, Chairman of the 1958 Metropolitan Detroit Building Trades Industry Torch Drive, was host to the Kick-Off luncheon held on September 4th at the Park-Shelton Hotel, Detroit. This is his seventh year in heading up the drive. Over seventy attended the cocktail party and luncheon.

Chairmen and Co-Chairmen working under the Building Trades Industry & Professions banner for this year's Torch Drive are: Homes Bannard, John W. Armstrong, Daniel Diamond, Gerald Diehl, James Garrison, Marion Macioce, Thomas McNamara, Robert Hastings, Joseph Bobbio, Paul Brown, Joseph French, Talmage C. Hughes, Stewart Kissinger, Norman Roberts, Cliff Lorne, Dewey Bull, Donald MacGregor, Tim McCarthy, E. M. Hudson, Jack Hayes.

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ANDERSEN CORPORATION, Bayport, Minnesota, announces a new wall component in which factory installation joins a complete window unit with wall framing members. It is called the Andersen Strutwall. It fits any type of frame construction.

The new component represents the best joining of wall and window yet available in the market, according to Andersen officials. It also makes possible substantial savings in labor and materials in any type of frame construction by eliminating two thirds of the steps involved in framing a conventional rough opening and installing a window unit.

"In our opinion this new product represents a three-way advance in building technique," said Fred C. Andersen, president of Andersen Corporation.

"First, it makes possible a better, tighter window installation than ever before.

"Second, by delivering a window included in a larger component, we have moved many operations from the site back to our factory. This results in faster erection and some rather striking economies in labor and materials.

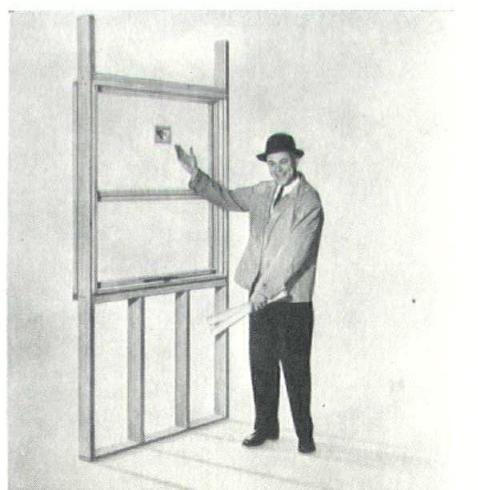
"Third, these savings in installed cost are available everywhere, because the new Andersen Strutwall fits into the established distribution of building materials and every type of frame construction, including panelized systems."

The Strutwall consists of an Andersen Window unit which is actually glued and nailed to framing members of the wall.

Installation is rapid. Only two cuts are required to adjust height of the load-bearing assembly to the particular type of construction being used. Then the Strutwall can be tilted up with the rest of the wall frame.

In appearance the Andersen Strutwall presents the same narrow lines and clean detail that have made the Andersen Beauty-Line a highly popular window. The window includes a new design of outside casing and simplifies interior trimming-out for either plaster or dry wall.

Complete information may be obtained by calling Kimball & Russell, Inc., 2127 Fenkel Avenue, Detroit 38, UNiversity 1-3480.



NATIONAL ARCHITECT*

Official Publication, National Council of Architectural Registration Boards

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Bulletin Board

BIDDLE HOUSE on Michigan's Mackinac Island was built without benefit of A.I.A. Document A1, Agreement between Owner and Contractor, and this was also true of a church built in 1860 for Bishop Frederic Baraga, of Scult Ste. Marie, Mich. There reposes in the Burton Collection at the Detroit Public Library this document:

"Alexander Guilbeault agrees to build a frame church at Beaver Harbor on Beaver Island, Lake Michigan. The church shall be fifty feet long, thirty feet wide and fifteen feet high inside, with one double door eight feet high, and two windows in front, and three windows on each side. He agrees to make the door, but not the windows, except the frame of the same."

"He also agrees to ceil the church inside, three feet from the floor, all around, except on the side where the altar shall stand. He further agrees to match and lay the floor, and to put a good shingle-roof on the church with cornice all around, and to place and put on clapboards on all four sides. He also agrees to put a steeple astride on the roof of the church, according to plan and instruction."

"Behind the church shall be an addition of ten feet, with a door from the church, and a door and two windows from outside, and one window in the loft of the church, according to plan and instruction."

"All the necessary materials will be furnished, he will have only the work to do; and for his work Bishop Baraga promises to pay him two hundred and fifty dollars, as soon as the work shall be done. This work must be finished before the first of December next."

A MILKMAN in El Centro, Calif., found this note:

"Please change my order. From now on, leave 17 quarts Fridays, except when I'm gone on Thursday."

"Wednesdays leave nine non-fat and four half-and-half. Mondays leave three dozen large eggs unless you have medium or small."

"Please turn on the lawn sprinkler Wednesday and pour a quart of milk in the cat's pan."

"P.S. Please pick up 347 empty cartons in the garage. They're in my way."

Milkman Seth Kellogg admitted he left the note as a gag for the fellow who took over his route.

LIQUOR STORE OPERATOR Conrad Mangels, Jr., was robbed by phone.

He answered his phone and was told: "I've got a rifle trained on you."

The caller instructed Mangels to put the contents of his cash register in a bag and place it by a telephone pole near the store.

Mangels did so and the robber got \$85.02—less a dime for the phone call.

NOAH JONATHON JACOBS, author of the new book, *Naming-Day in Eden* says when Adam first confronted Eve he said, "Madam I am Adam," launching a palindrome (a more famous one—"Able was I ere I saw Elba"), whereupon she replied, "Eve," topping his with a shorter one of her own.

AND HARRY TRUMAN'S LATEST STORY: There was a terrible holocaust on earth and practically all animal life was destroyed, except a male gorilla. In fact, he was about to conclude that he was all alone in the world, until he wandered upon a female gorilla. Asked how she survived, she motioned to a cave. Mr. Gorilla asked if she had any food. She went inside the cave and came out with an apple. "Oh, no," he said, "Let's not start that again."

WHEN A CUSTOMER ordered three large books of three-cent stamps, Postal Clerk John Harris in Colby, Kan., reminded her that first-class letters will require four-cent postage after Thursday. "What," said the customer, "do you think I'm stocking up for?"

WHO CAUSED AMERICA'S RECESSION? "The Joneses," says a Michigan auto official.

"Keeping up with the Joneses still is important to a great many Americans," said George W. Walker, a Ford Motor Co. vice president. "But perhaps the Joneses aren't going anywhere at the moment. They're saving their money and biding their time."

HENRY FORD spent millions with a free hand, on his business, but practically nothing on himself. When he left his home in the morning, he didn't even bother to take any money with him. Knowing this, his secretary would have an envelope containing \$200 waiting for him when he arrived at his office. He would put it in his pocket, then forget all about it. At night, when he emptied his pockets before going to bed, he would come upon the envelope still unopened, and toss it into a drawer. After his death, several drawers filled with such envelopes were found.

Mr. Ford was once invited to call on the President of the United States, at the White House, and he replied that he could not accept as his wife was having a garden party that day.

THE JAMESTOWN (N.Y.) SUN ran the following in its classified ad section: "Lost—a brown toupe. If found, call Midway Amusement Park and ask for Baldy."

WHEN A CITIZEN attended his civic club and was elected representative of his block, his kids cut him down to size by telling people, "Daddy was elected block-head."

NCARB CONVENTION

The Thirty-Seventh Annual Convention of the National Council of Architectural Registration Boards in Cleveland was a highly successful one. At the various busy sessions items of great importance to the future of the Council were considered. In due time the Annual Report in printed form will be distributed to all member boards, but it was considered advisable in the meanwhile to issue this INTERIM REPORT that all might learn as quickly as possible of actions taken at the Convention and at the subsequent meeting of the newly elected Council Board of Directors.

In attendance were 84 delegates from 44 member boards, including M. R. McEntire of Alaska, David A. Yerkes and Gerald A. Doyle, Jr. of the Canal Zone.

As this was the first convention since the passing of our good and faithful secretary, William L. Perkins, a very fitting memorial was presented by Chandler C. Cohagen, including a hand-lettered memorial scroll prepared by Ralph C. Kempton.

Consideration of the new constitution and by-laws required many hours of convention time. After able presentation of the new drafts by Fred L. Markham, Chairman, with the patient and tactful guidance of President Berners, the revised documents were adopted by the Convention. After further editing a final

copy of each will be sent to the membership.

The matter of relocation of the Council office was carefully considered. A ballot indicating preference for location in a central metropolitan area, was followed by a resolution directing the Council Board of Directors to take suitable action accordingly.

At close of the Convention the following officers and directors were unanimously elected:

President, Joe E. Smay, Oklahoma; 1st Vice President, Walter F. Martens, West Virginia; 2nd Vice President, A. Reinhold Melander, Minnesota; Treasurer, Chandler C. Cohagen, Montana; Secretary, Ralph O. Mott, Arkansas; Director, C. J. Paderewski, California; Director, Paul W. Drake, New Jersey; Director, A. John Brenner, Arizona; Immediate Past President, Edgar H. Berners, Wisconsin.

These members, as the Council Board of Directors, attended the first Board meeting held at Minneapolis on August 8, 1958.

At that meeting the new standing committees were appointed and membership of these committees will be announced as soon as appointments have been accepted.

The Board of Directors employed Joe E. Smay as Executive Director and, as acceptance of this post required his resignation as President, such resignation brought about the following changes in officers and directors:

President, Walter F. Martens; 1st Vice President, A. Reinhold Melander; 2nd Vice President, Chandler C. Cohagen; Treasurer, A. John Brenner; Secretary, Ralph O. Mott; Director, C. J. Paderewski; Director, Paul W. Drake; Director, Morton T. Ironmonger, Florida; Immediate Past President, Edgar H. Berners.

The Council Board of Directors also authorized the removal of the Council offices from Chariton, Iowa to Oklahoma City, Oklahoma, this being a metropolitan area close to the home of the new Executive Director. The move will be made as soon as suitable quarters can be located and a new staff employed. In the meantime all Council mail should still be addressed to Chariton and ample notice will be given when the change has been made.

The Board also determined that the new schedule of membership dues to be paid by member boards as established by the new by-laws, will become effective as of the beginning of the next fiscal year, April 1, 1959.

Also, the new schedule of fees for Council Records and Certificates, as established by the new by-laws, will become effective September 1, 1958.

Other Board action set minimum requirements of three years of acceptable experience after graduation from an accredited school, irrespective of the experience before such graduation.

The next meeting of the Council Board of Directors has been tentatively scheduled in Chicago on November 7, 1958.

The Package Deal— What Next?

From the Bay State Architect
By Samuel S. Eisenberg, Editor

By SAMUEL S. EISENBERG, Editor

a direction which might eliminate the general contractor and to operate directly with sub-contractors, acting, for all practical purposes, as the general contractor for the client.

It had been expected that the AGC would similarly discourage its 7,000 members from entering into the design field and offering combined services which includes the preparation of plans and specifications together with construction.

Up to now, the AGC has not brought forward any such resolution tending to discourage its membership from entering the package deal field. The whole problem of the package deal appears to be a pretty hot potato, and it is beginning to be a serious problem as to whether or not the architect should sit idly by and permit the package dealers to carry on. There appears to be no quick and easy answer to this problem.

The architect feels, rightly, that the package dealer hits at the core of his services. We have always felt that the appeal of the architect lies in his freedom from financial interest in either the materials he specifies or the construction he supervises. The contractor's competitive bidding supposedly insures lowest prices, and the architect, as the owner's representative and later as

mediator, safeguards the execution of the contract.

We suppose package deal building which lumps all service and supervision into one has an appeal to an owner. We feel that it makes strong inroads into the architect-contractor setup especially in industrial and commercial buildings.

Some package deal firms have been around for a long time, but these old timers, together with newcomers, seem to be gaining ground to our disadvantage.

Package deal building seems to fill a demand for quick fixed price construction in certain fields, and unfortunately, as we are now set up, the architect acting alone is not equipped to deliver this type of service.

The attitude of one manufacturer has been, "Why should we hire an architect. When we build, we are after just three things—good layout, fast sound construction, and a price we can count on from the start. We would probably get a more artistic design from an architect, but for the sort of building we want where time counts, the package deal outfit can handle both, and satisfactorily so far as we are concerned."

The AIA, which has long condemned package deals on ethical grounds, has set up a committee to map specific steps

The AIA and the AGC, through its National Cooperative Committee, of which your reporter happens to be a member, has had a number of conferences in connection with the "package deal" so called.

The AIA has passed a resolution advising its membership against any practice which would eliminate the general contractor by working directly with subcontractors. Some architects have advocated that to counter the package deal claim of undivided responsibility, perhaps the architect should take a step in

to combat the trend. So far no workable report has been released by the AIA. The entire situation hits at what the architect believes or at least subscribes to, and that is that an architect shall not engage in building-contracting since it is contrary to our entire ethical setup.

To design and to build is serving two masters. The architect cannot as a designer protect his client's interest and achieve a standard of excellence if he also has to protect his own financial interest, and to try to make a profit. Loyalties are too badly divided. It is almost impossible to protect a client's interest providing first-rate design and yet placing oneself in a position where primarily he must secure the cheapest way to put a building together.

The architect as a package dealer would have to meet his own needs first to the detriment of the client. Frankly, a package dealer is primarily interested in making money, and except in rare instances, he can get away with it because there is no one to check on him.

In general, industrial construction is the sector where the architect and the package builder collide head-on. In almost every type of general industrial building — foundries and fabricating plants, assembly lines and research laboratories — the architect runs into open and bitter competition, not only

from the big, national package firms, but from prefab firms.

In commercial building there is some package dealing in the construction of stores and warehouses by companies such as Austin, the really sharp competition in the commercial field is in the design of banks and offices for savings and loan associations. The biggest part of the business architects have lost in this field has gone to one firm, Bank Building & Equipment Corp., which in terms of design is probably the most criticized of all package dealers.

There is still not much package building in office building. Some dealers—notably Walter Kidde — do, however, handle a sizable amount of office contracting work.

Schools: Some competition has been cropping up here, notably from local prefabricators and dealers. But the package inroads have been relatively small, and the field still belongs overwhelmingly to the architect.

Just what is it about package building that has made it grow? Architect Walter Gropius, who is certainly no partisan of the engineer-constructor but who does hold to the idea of the master builder, has said that "when a client is in a building mood, he wants to buy the complete package for a fixed price and

at a definite time of delivery."

While this perhaps overstates the case, it is true that, for many clients, time is the Number One reason for immediate action, without having to wait for detailed drawings and putting the job to bid. (The bidding period alone can consume more than a month and seems to weigh heavily in corporate thinking.)

Since the AIA committee began its study, there has been a great deal said about the need for the architect to expand and improve his services: to do more in site selection, tighten up his estimating and cost analysis, help in the arrangement of financing, give better advice on taxes and insurance—in short to offer his clients more of the "businesslike" service that owners can get from the package dealer. Obviously such improvement is needed; though most architects do offer clients these services, the economic side of building is still one about which many architects are too casual.

While the architect may have to draw much closer to building execution, there is much to be learned by today's client about the more complicated process of creation. Operations that seemed safely routine turn suddenly obsolete in today's world of rapid change, and new problems turn up such as giving identity to the company that owns the building.

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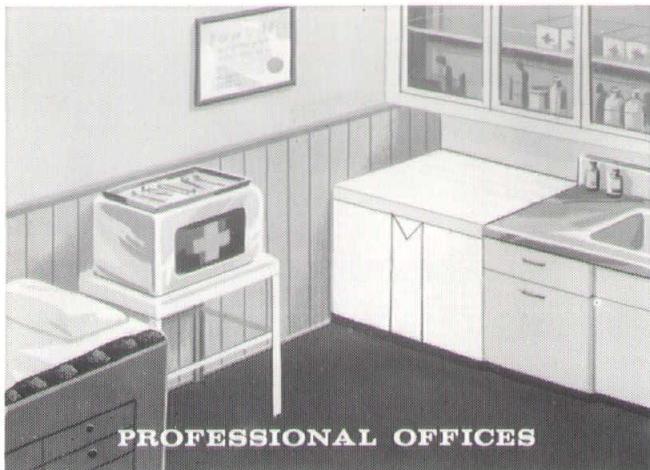
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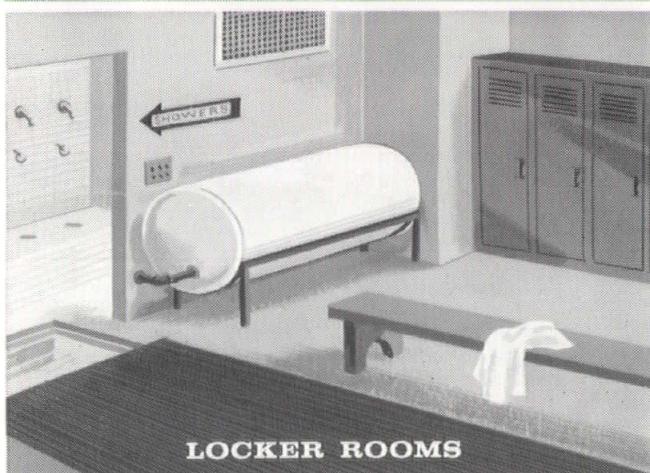
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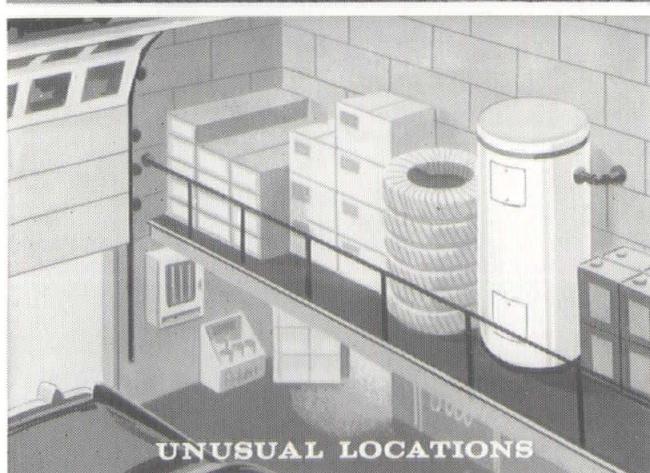
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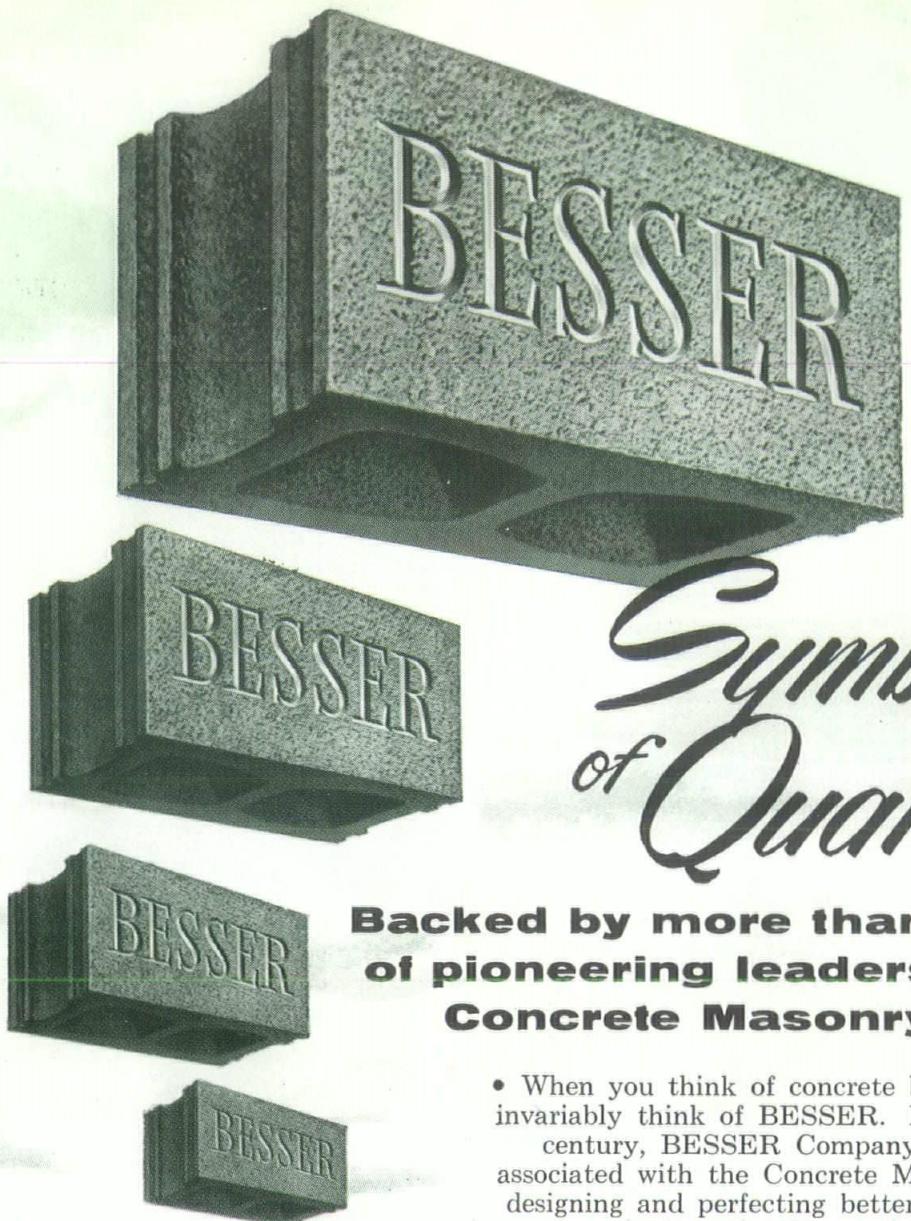
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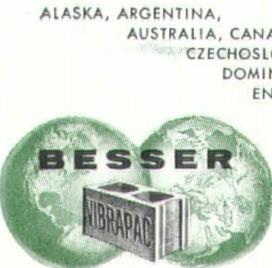
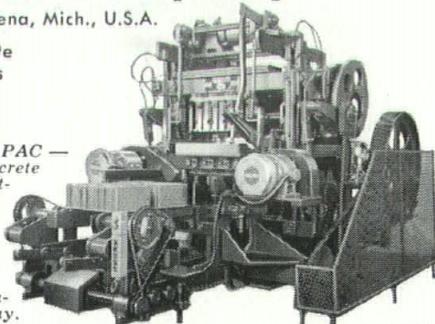
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